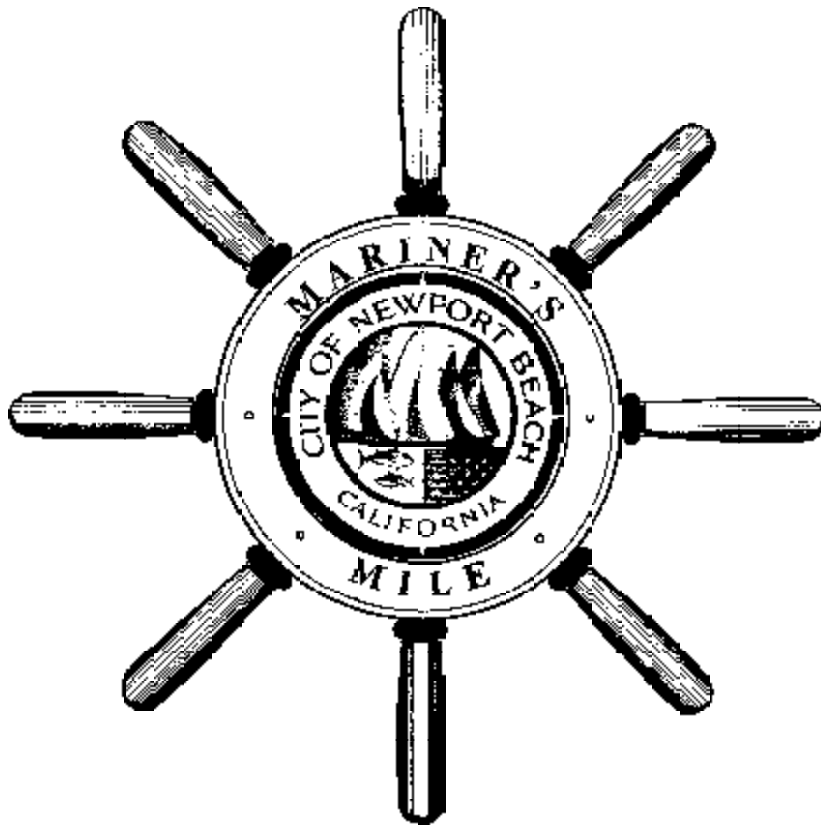


MARINER'S MILE

NEWPORT BEACH, CALIFORNIA

STRATEGIC VISION & DESIGN FRAMEWORK



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CITY LIGHTS DESIGN ALLIANCE

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City of Newport Beach

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THE CALL FOR A DESIGN FRAMEWORK

The idea and initiative for creating a Design Framework for Mariner's Mile was recommended by the Mariner's Mile Business and Citizens Advisory Committee in their Study Recommendations dated April 2, 1997.

Formed on August 26, 1996 by the Newport Beach City Council, this committee brought both residents and business concerns together to address the perception of negative change along Mariner's Mile. Specific issues motivating the Committee at the time of its formation were: decreasing real estate values as exhibited by pockets of vacant properties, a general decline in the quality of the physical environment, specific examples of abandonment and neglect, and the recent introduction of fast food franchises and marginal business activities, such as pawn shops in Mariner's Mile. Participants included members of the business community, local residents and design professionals, who met in a series of workshops over a period of nine months to discuss issues, examine the forces currently influencing Mariner's Mile and explore possible strategies to improve its prospects for the future.

After months of collaborative meetings and discussions, the committee issued their findings as a series of "Goals and Recommendations for the Entire Study Area." The Committee outlined its recommendations for a Development Framework as follows:

"The City should use a land planning consultant to assist in developing policies to enable new development/redevelopment throughout the study area to meet the following goals:

- a) Encourage lot consolidation.
- b) Encourage parking consolidation.
- c) Coordinate site design relative to adjacent properties, without establishing a design "theme"
- d) Upgrade onsite landscaping and fences
- e) Unify streetscape (lights, trees, paving materials, and fences)
- f) Update sign standards to encourage signage practices and promote a higher quality image
- g) Develop public sign program to unify image and identify parking areas and points of interest
- h) Enhance pedestrian access to businesses
- i) Upgrade entry monuments
- j) Reduce the number of curb cuts along Pacific Coast Highway
- k) Consider impacts on and goals of Mariner's Mile as individual parcels develop
- l) Include provision for public views of and access to the Bayfront, except where adequate public access already exists or where public access is inconsistent with public safety"

0.10 CHARGE AND PURPOSE OF THE DESIGN FRAMEWORK

The charge of the Design Framework document that follows is to produce a vision for an improved, enriched and enlivened Mariner's Mile which is consistent with the goals laid out by the Business and Citizen's Advisory Committee.

The purpose of the Design Framework is to provide a thoughtful, imaginative and integrated set of design strategies, goals, and specific ideas to guide and assist the City, landowners, tenants and involved citizenry in reversing its negative image and improving the future prospects for Mariner's Mile.

0.20 MARINER'S MILE TODAY

At the present time, the area known locally as “Mariner's Mile” is undergoing a continuing a series of transformations, some of which are consistent with it's historical past and others which point to an uncertain future.

Historically, Mariner's Mile has always been a focus for marine activities. Yacht brokers, shipbuilding, boat services and haul-out facilities, warehouses, slips and sportfishing docks shared the flat, sandy strip facing the Lido Channel at the foot of the Newport Heights, accessing both the water and the Pacific Coast Highway.

As recently as the early 1980's, Mariner's Mile stood as an example of what is considered good in Newport Beach: a thriving district of independent, locally oriented businesses, easily accessed from the City and region, parlaying its affinity to the waterfront and the marine environment with upscale restaurants, low-key entertainment, small offices and specialty shops.

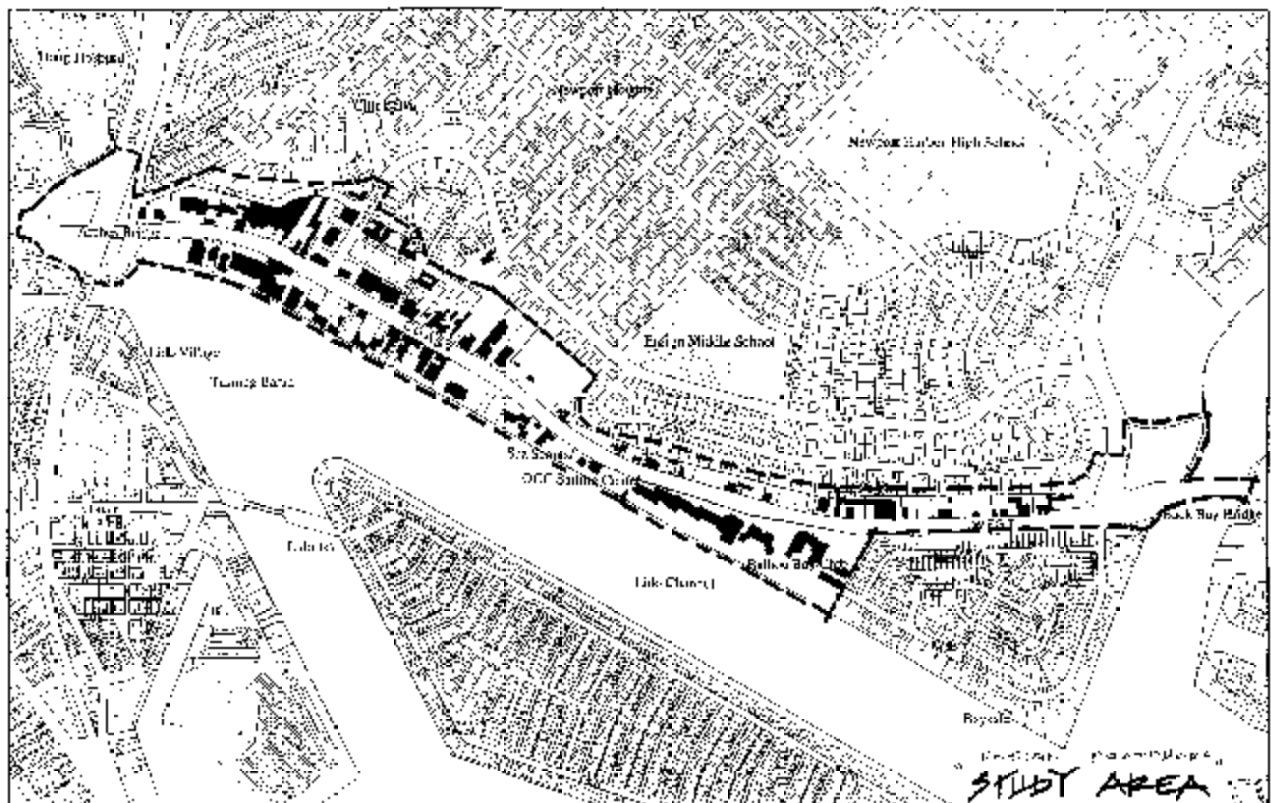


FIG. 0.1 **MARINER'S MILE STUDY AREA**

This yeasty mixture of gleaming boats, sparkling water, luxury cars, expensive restaurants and ship's chandleries attracted locals and visitors alike. Within recent memory, the posh window seats of Mariner's Mile seafood restaurants were the place where residents brought newcomers to be initiated into the relaxed Newport Beach lifestyle revolving around boats, sunsets and the leisure activities of "the water."

Yet in the past decade noticeable changes have occurred along Mariner's Mile. Fast food restaurants and car washes have taken hold between Dover and Rocky Point, several upscale waterfront restaurants have closed or been replaced by themed entertainment concepts, "for lease" signs are commonplace, and some buildings from the 1960s and 1970s are under-utilized. Pacific Coast Highway has been widened both north and south of the Mile and increased traffic volumes have made access to local businesses more difficult. Mariner's Mile is now perceived by some as in decline, perhaps even ugly; a place to pass through as quickly as possible. By most accounts, it is no longer the premier spot to take first time visitors to Newport Beach for a look at what Newport is all about.



0.21 Negative Changes

While there are those who would debate the long-term economic effects of these changes, the negative land use and aesthetic impacts are clearly evident, including:

- a) Signs are prolific, many of them illegal and of questionable taste.
- b) There is a general lack of visual coherence and aesthetic appeal.
- c) Buildings vie for the attention of passing motorists, using increasingly garish colors, outlandish designs and overblown sign programs.
- d) Public access to and views of the waterfront are limited.
- e) There is little strong public landscape, and private landscapes do not provide unity.

- f) New franchise businesses are designed to “stick out” not “fit in”.
- g) Automobile activity, and auto-oriented businesses predominate.
- h) The district is not pedestrian friendly: walking is unpleasant and crossing Pacific Coast Highway is difficult.
- i) The local post office has been displaced by a postal distribution center.
- j) Recent restaurant closures, such as Windows on the Bay, Autobistro & Chili's.





0.22 Positive Changes

Not all the recent changes have been negative. Positive examples include:

- a) Traditional marine-oriented businesses maintain a visible presence, symbolized by West Marine's expansion and renovation.
- b) Many commercial properties have been renovated in a quality manner, such as Mariner's Mile Marine Center and Newport Autosport, and the quality of tenants has generally improved.
- c) Vacancy rates are down considerably.
- d) Some new construction activity is evident.
- e) Some local restaurants have upgraded, such as Villa Nova.
- f) Other local eateries continue to thrive, such as The Charthouse, and The Arches
- g) Local cafes continue to attract regulars, such as C'est Si Bon, Cafe Panini and Galeos.
- h) The Arches Bridge (Newport Boulevard and Pacific Coast Highway) has been being entirely rebuilt.
- i) Portions of the Theodore Robbins site Inland West have been renovated.
- j) Balboa Bay Club plans to upgrade to a first-class resort.
- k) Orange Coast College Sailing Center has expanded and added a new Nautical Library.

0.30 ONE PAST, MULTIPLE FUTURES

Mariner's Mile's history is founded upon the activism and pride of its locally-owned business interests. Operating within the community of Newport Beach, the local business owners of Mariner's Mile provided local-serving goods and services in a unique commercial setting. These local, private actions were historically aligned in the best interests of the community and insured incremental change at a relatively small scale.

Today Mariner's Mile is the second largest contributor to the City's sales tax revenues. But increasingly, Mariner's Mile is being influenced by external forces: the emergence and expansion of strong regional retail and entertainment centers; the recent proliferation of fine restaurant choices in the area, the exodus of some marine-related businesses and resident-serving business; the effects of the rapid development of South Orange County and Newport Coast; and, finally, the continuing evolution of Pacific Coast Highway into a high-volume, regional arterial.

In short, the role played by Mariner's Mile within Newport Beach is changing, and its image within the community is being fundamentally altered. Envisioning a positive future for Mariner's Mile will require a clear understanding of its past, a solid grasp of the forces currently of change, and the cooperation and dedication of business leaders, city government officials, and the citizens of Newport Beach.

Much has changed since Pacific Coast Highway was completed through the City in 1928, but certain basic influences still hold true: then, as now, Mariner's Mile depends on its access to both the waterfront and the highway. However, today the influences of the highway threaten to overcome much that Mariner's Mile has become. Historically, Mariner's Mile has been a commercial strip with strong dependencies on the highway, reliant on business opportunities generated by the car. But unlike the "Super-Street" Boulevards of Inland Orange County, Mariner's Mile was (and continues to be) different in at least two important ways:

- 0.31 Mariner's Mile is an integral part of Newport Beach, one of the most affluent communities in Orange County, entailing generally held expectations for a higher level of quality, higher design standards and greater expectations for the physical environment.
- 0.32 Mariner's Mile is endowed with a waterfront, part of the largest concentration of private boats on the West Coast. This gives Mariner's Mile the physical and visual presence of a vibrant waterfront, and creates unique opportunities for marine-oriented business, public and private access, views and enjoyment of this unique asset.

These two distinct characteristics are unique and unalterable, and will continue to strongly influence the future of Mariner's Mile.

Given the past history of Mariner's Mile and a review of its current state, one could conclude that prospects for the future rest on developing a public/private consensus leading to a program of policy changes necessary to insure a positive future. This argument makes the case that both the public and private sectors stand to gain from implementing policy changes (including the recommendations of this Design Framework).

On the other hand, a countervailing argument exists, purporting that Mariner's Mile is the primary product and concern of private interests who respond best to market forces. This reasoning makes the case for nonintervention, and represents, in a sense, the "Do Nothing" scenario.

In our view, the Baseline Future of "Do Nothing" --the laissez-faire acceptance of the status quo condition and the failure to take steps now to stimulate improvement --will likely lead to the following implications and consequences:

0.33 Baseline Future of "Do Nothing"

- a) Continued transformation of properties to auto-serving uses
- b) Perpetuation of the aesthetics of strip commercial development
- c) Possible decline of property values
- d) Declining "sense of place"
- e) Possible continuation of the loss of higher-end uses such as upscale waterfront restaurants
- f) Eventual piecemeal or wholesale redevelopment

As the concerned parties continue to respond to current economic conditions, external forces, and internal needs, a more desirable future may be envisioned for Mariner's Mile. What follows is a synopsis of possible strategic visions which taken together, separately or in combination could result in an improved Mariner's Mile over time.

A STRATEGIC VISION FOR MARINER'S MILE

This section outlines a set of broad, strategic planning and conceptual initiatives. Together, they add up to a comprehensive vision for Mariner's Mile. The City is urged to consider and adopt this strategic vision to insure a positive future for Mariner's Mile. The City should also consider possible capital improvement and private sector incentives which would help facilitate and implement these ideas.

1.10 IMPROVING THE AUTO-RELIANT STRIP

Auto-reliant uses (auto dealers, drive-thru and stand-alone restaurants, car washes, convenience retail) have taken root and continue to seek-out portions of Mariner's Mile, particularly in the Inland East and Inland West reaches of Pacific Coast Highway, and there is every reason to believe that, barring significant changes to existing land use, regional traffic patterns and development policies, these subdistricts will continue to attract these types of uses. The design strategy therefore is specifically aimed at raising standards for development so that these types of uses do a better job of "fitting-in" to the Mile, and each project contributes its share to building a larger-scale visual coherence and continuity.

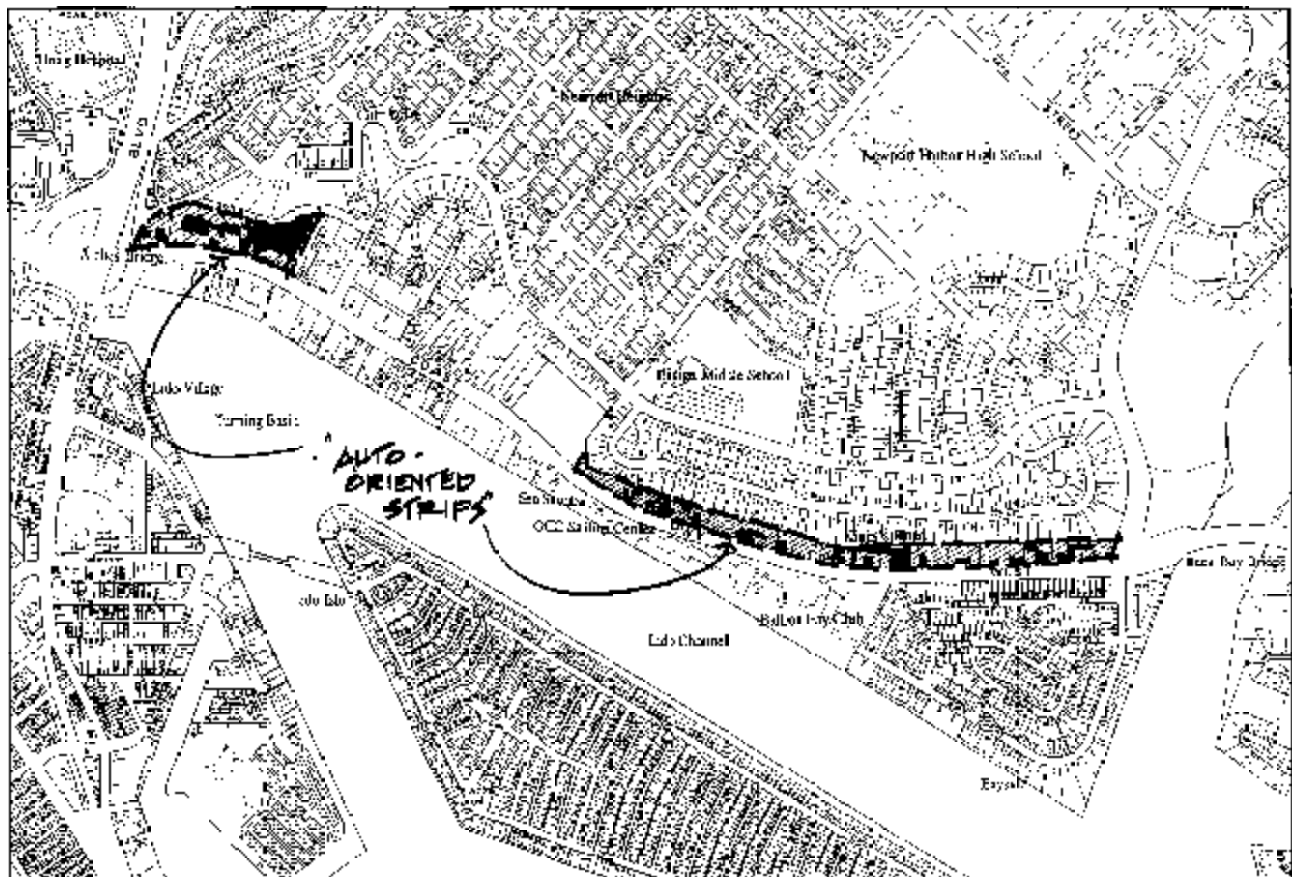


FIG. 1.1 MARINER'S MILE AUTO RELIANT STRIP

Design strategies which successfully recognize and deal with the economic and physical realities of existing “auto-reliant” land uses, auto access and parcel configuration along significant “auto-reliant” portions of the Mile, include improving private development standards and requiring the addition of continuity elements (particularly landscaping) in order to contribute to the improvement of Mariner’s Mile as a whole:

- 1.11 Recognize the auto-reliant nature of much of Pacific Coast Highway, particularly on those zones on the inland side, both east of Rocky Point and west of 3000 West Pacific Coast Highway.
- 1.12 Institute improved planning, design and development standards for auto-oriented businesses (i.e. requiring better quality buildings and landscaping to “fit in” with Mariner’s Mile).



1.20 A VIBRANT PUBLIC WATERFRONT

The waterfront along Mariner's Mile is one of its most unique and distinguishing features. Several planning and design initiatives are proposed to enhance this feature, improve connections to the rest of Mariner's Mile and broaden its benefits to the City as a whole.

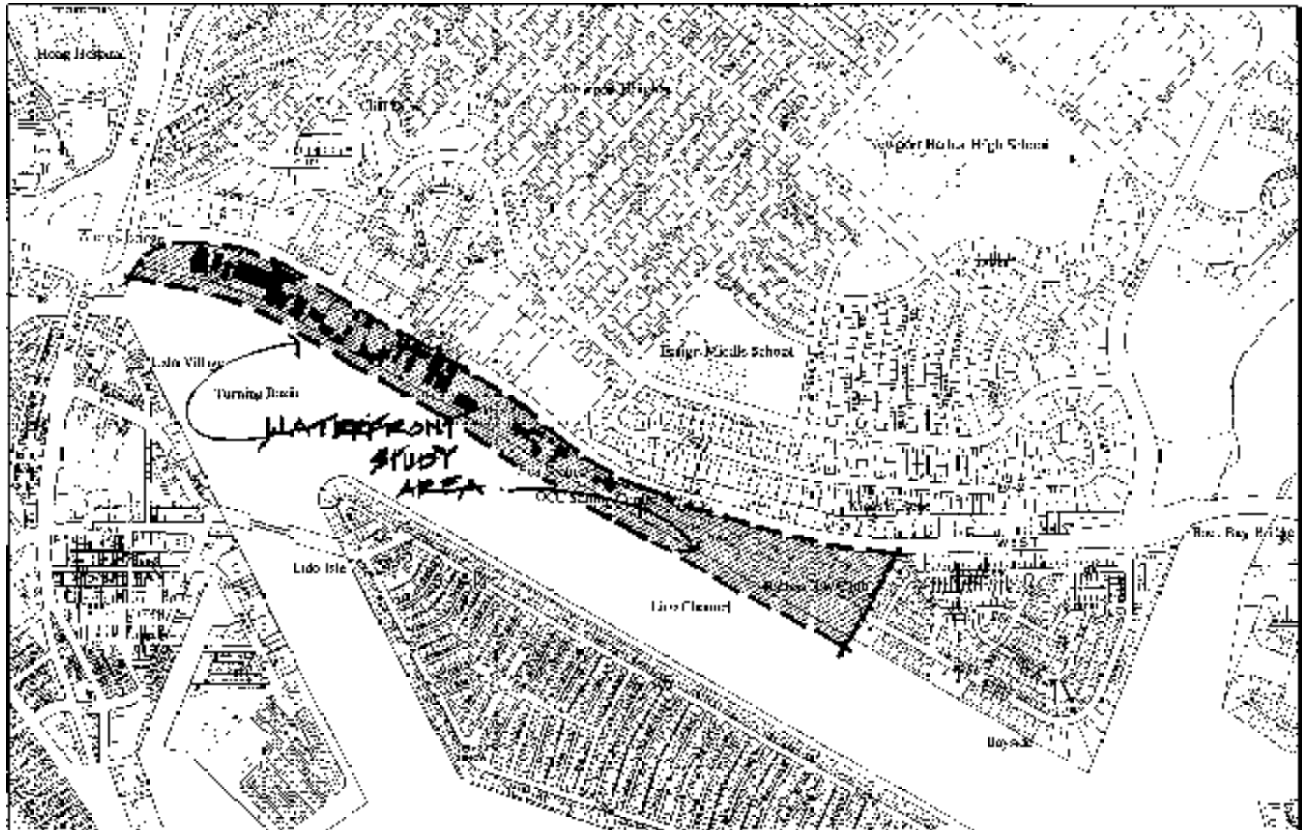


FIG. 1.2 MARINER'S MILE WATERFRONT

- 1.21 Create a continuously designed pedestrian environment, building north and south from public lands and Orange County leaseholds (Bistro 201, the Marina, OCC Sailing, Sea Scouts, Balboa Bay Club).
- 1.22 Encourage pedestrian connections to (and along) the waterfront wherever possible.
- 1.23 Build/reinforce connections from water to Pacific Coast Highway and the proposed "Mariner's Village".
- 1.24 Encourage visitor-oriented uses on the waterfront wherever possible.



MARINER'S MILE WATERFRONT

1.30 STRENGTHENING THE CORE: CREATING “MARINER’S VILLAGE”

The area on the inland side of Pacific Coast Highway, at the foot of the bluffs in the vicinity of Tustin Avenue, Riverside Avenue, and Avon Street presents a unique opportunity for the creation of an active pedestrian-oriented retail district. Strategically located at the center of Mariner’s Mile, such a “village” district has great potential to serve adjacent neighborhoods, visitors and existing marine uses. The structure for such a “village” is already present in the existing uses, pattern of streets and alleys and current relationships to neighboring uses.

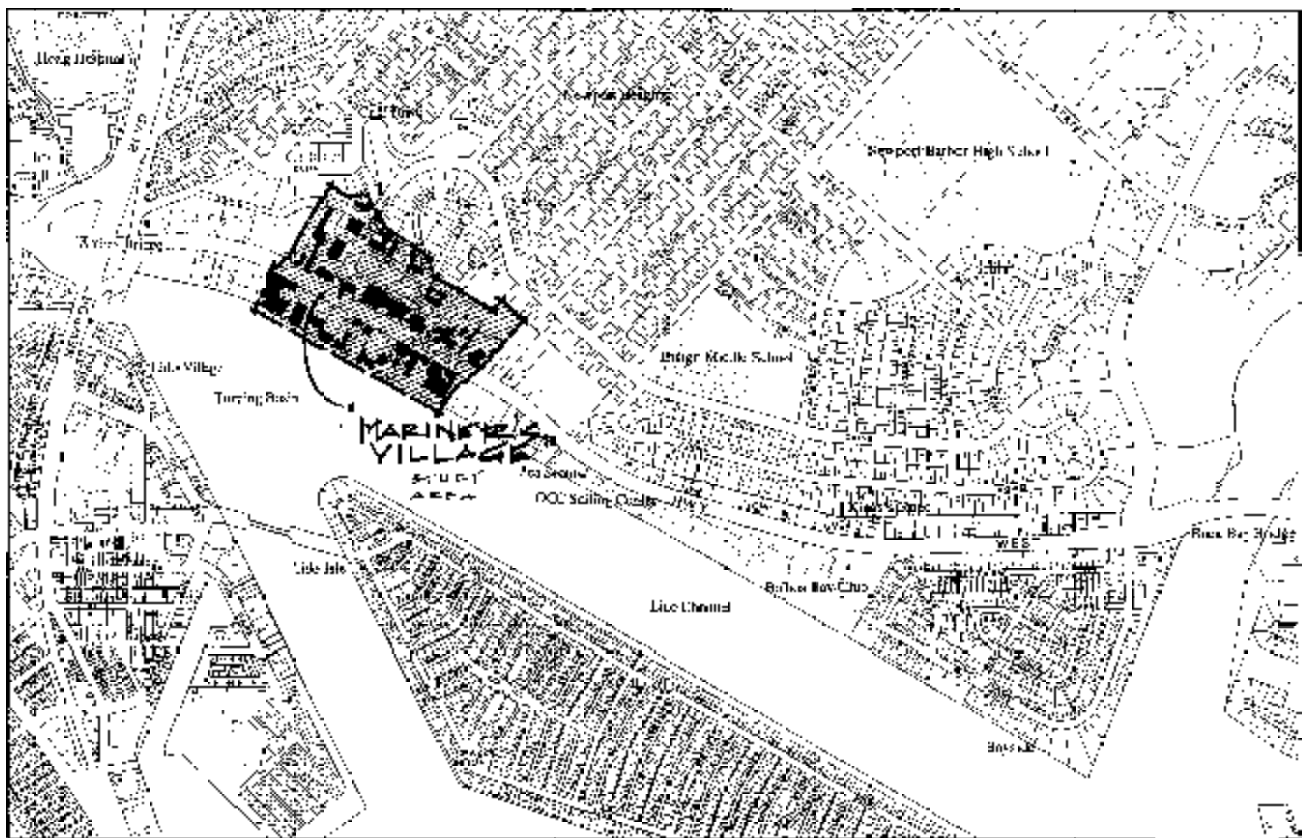


FIG. 1.3 MARINER’S VILLAGE STUDY AREA

At a minimum, reinforcing and building on the interesting mix of existing uses could provide a significant focal point for Mariner’s Mile. Without much stretch of the imagination, it could all come together here: connections to the waterfront, local-serving retail, marine uses and visitor attractions combining to create a new “heart” for Mariner’s Mile.

The intersections of Tustin and Riverside are important activity “nodes” along Mariner’s Mile. At these points, traffic is brought to a stop by signals, allowing safe pedestrian crossings to the waterfront, and neighborhood traffic access to and from Pacific Coast Highway. This is also where the Bluff pulls back from the highway, allowing properties of significant size and depth to exist. This creates unique development opportunities, possibly even those of considerable magnitude to be envisioned.

- 1.31 Establish a Business Improvement District for “Mariner’s Village” in the area below the bluff and served by Tustin Avenue, Riverside Avenue, and Avon Streets.
- 1.32 Promote a strong pedestrian orientation (streetscape, street furnishings & sidewalks).
- 1.33 Consider lot swap/consolidation. Encourage the possibility of a cohesively developed Retail Center, with new Anchor tenants such as a Grocery and Drug store.
- 1.34 Actively solicit and promote local-serving tenants (upscale market, cafes & specialty retail).
- 1.35 Implement a comprehensive parking strategy, including preserving on-street parking, establishing a Mariner’s Mile Parking District and encouraging more common parking lots.
- 1.36 Find new home for USPS Distribution Center.



1.40 UPGRADING THE PUBLIC REALM: ENTRIES, STREETScape AND LANDSCAPE

This strategy aims to upgrade the visual character of Mariner's Mile and seeks to strengthen aesthetic continuity throughout. The idea is to reinforce a district-wide identity and orientation through graphics, signage and the creation of a common landscape and streetscape. A sense of arrival and departure from the district is also enhanced through the design of entry monuments at its boundaries.



- 1.41 Improve the appearance of Pacific Coast Highway.
- 1.42 Strengthen/reclaim streetscape in Mariner's Village (Riverside Avenue, Tustin Avenue, and Avon Street).
- 1.43 Transform bluff landscape (starting with City Parks).
- 1.44 Implement a district-wide logo graphic.
- 1.45 Upgrade entry monuments at Dover and Newport Boulevard bridges.
- 1.46 Install district-wide directional signs.
- 1.47 Establish a Pacific Coast Highway landscape framework and palette: palms and hedge required at all developments.

1.50 UPGRADING PRIVATE DEVELOPMENT STANDARDS: SIGNAGE, ARCHITECTURE, AND LIGHTING

This strategy seeks to encourage higher quality private development projects, while not restricting the individual expression businesses need to successfully convey their identity.



- 1.51 Establish a real estate sign program for Mariner's Mile.
- 1.52 Enforce and clean up existing nonconforming signs.
- 1.53 Consider strengthening existing sign ordinance.
- 1.54 Require all buildings to be designed as "five-sided architecture" (i. e. designs must consider views of all walls and the roof).
- 1.55 Encourage backbone color palette and painting system for all buildings.
- 1.56 Control light glare spill-off by requiring "zero-cutoff" fixtures.
- 1.57 Encourage an upgraded family of fence and wall designs.

The bulk of the visual clutter along Mariner's Mile is due to signs, some of which are not in conformance with the City's existing Sign Ordinance. Solving the problem of signage on Mariner's Mile will have a tremendous positive effect on it's image and visual quality.

The design of individual buildings should recognize that all of Mariner's Mile is seen from above; therefore careful attention to the design of roofs is critical, along with the organization and screening of rooftop equipment. In addition, many buildings are seen by different constituencies from both the front and the rear, requiring equal design consideration.

A common color palette (calm neutrals with accenting trim) could create a less discordant, more tasteful and sophisticated look along the Mile, which has too wide a variety of building types to consider a uniform architectural style or predominant design theme.

Lighting which is sensitive to adjacent residential neighborhoods in its intensity, color and careful deployment would minimize conflicts between commercial and residential land uses.

Architectural details, such as site fences and gates also offer the opportunity to enhance quality and continuity through upgraded materials, design configurations and colors.

1.60 DISTRICT-WIDE COOPERATIVE SYSTEMS AND AMENITIES

Solving parking and parking distribution problems is key to revitalizing the district and ensuring healthy businesses along Mariner's Mile. This strategy tackles the problems of "parking territoriality" created by the on-site parking requirement by proposing a parking district for Mariner's Mile which would allow businesses to share available public and private parking.

- 1.61 Establish a parking district authority for Mariner's Mile.
- 1.62 Selectively eliminate the on-site parking requirement at Mariner's Village.
- 1.63 Create a valet parking "pool," drop/pickup points, and retrieval system.
- 1.64 Organize a Mariner's Mile Business Improvement District.

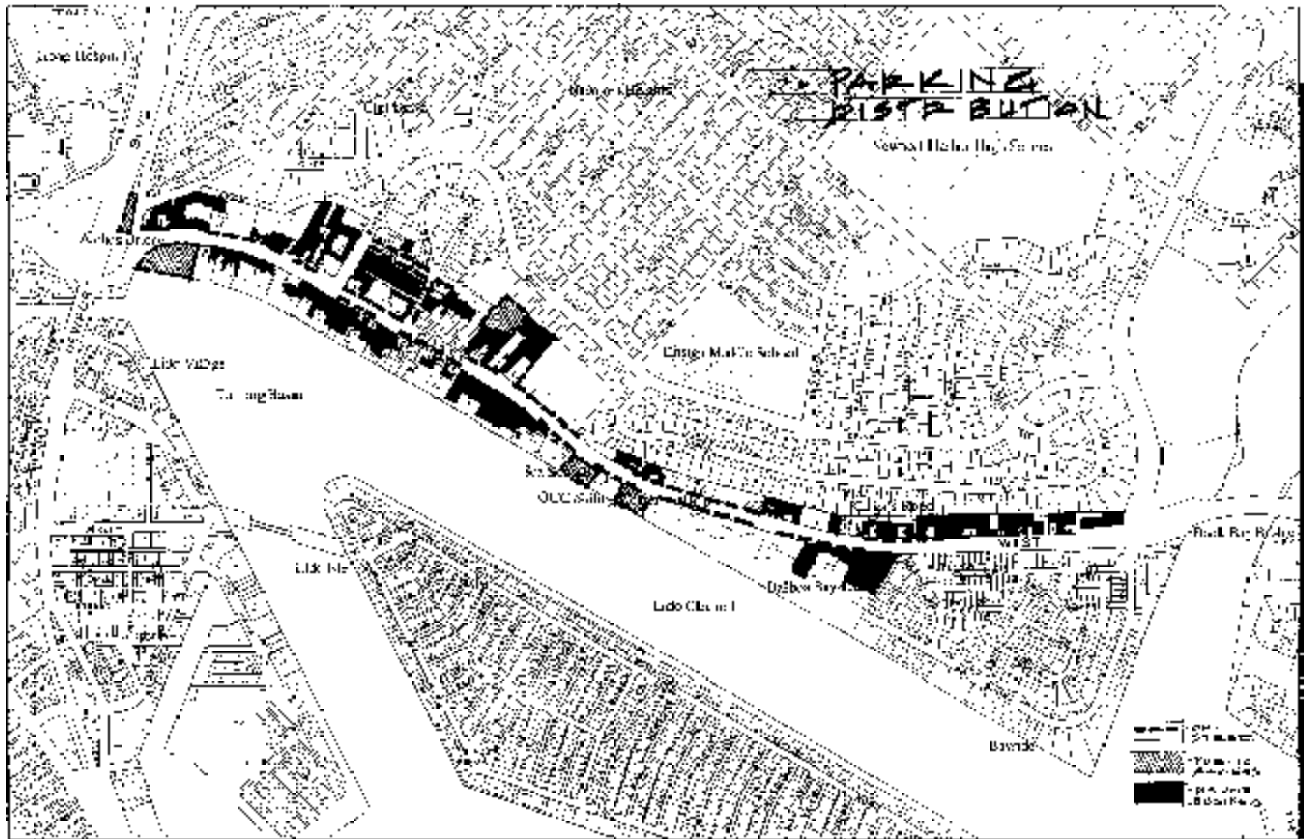


FIG. 1.6 **PARKING DISTRIBUTION**

Developing a balance between parking supply and demand is crucial to solving the problem. Highly visible Mariner's Mile Valet Stations, located both on the waterfront side and the inland side of Pacific Coast Highway, could help visitor-oriented waterfront uses gain parking capacity. Such cooperative systems could provide the first step in forging a common purpose for businesses on Mariner's Mile, perhaps leading to a Marine's Mile Business Improvement District with the means and methods for providing much needed common services, facilities and amenities.

1.70 CATALYST DEVELOPMENTS AND MODEL PROJECTS

Development of certain properties along Mariner’s Mile have a large potential impact and hold larger possibilities for positive change than others. These land holdings are strategic by virtue of their size, visibility and/or location. Larger or multiple-lot developments have a better chance of providing exemplary development quality and promoting visual coherence and continuity. Such properties would typically have more resources available and more design flexibility to be able to make contributions to the larger whole. It would therefore be most important to encourage “Model Project” developments consistent with Design Framework and Specific Plan Goals most particularly at the following strategic properties:

- 1.71 Ardell property
- 1.72 Mariner's Village Retail Center & Shops
- 1.73 Ray property
- 1.74 Gugasian properties
- 1.75 Horwin property
- 1.76 Lower Castaways

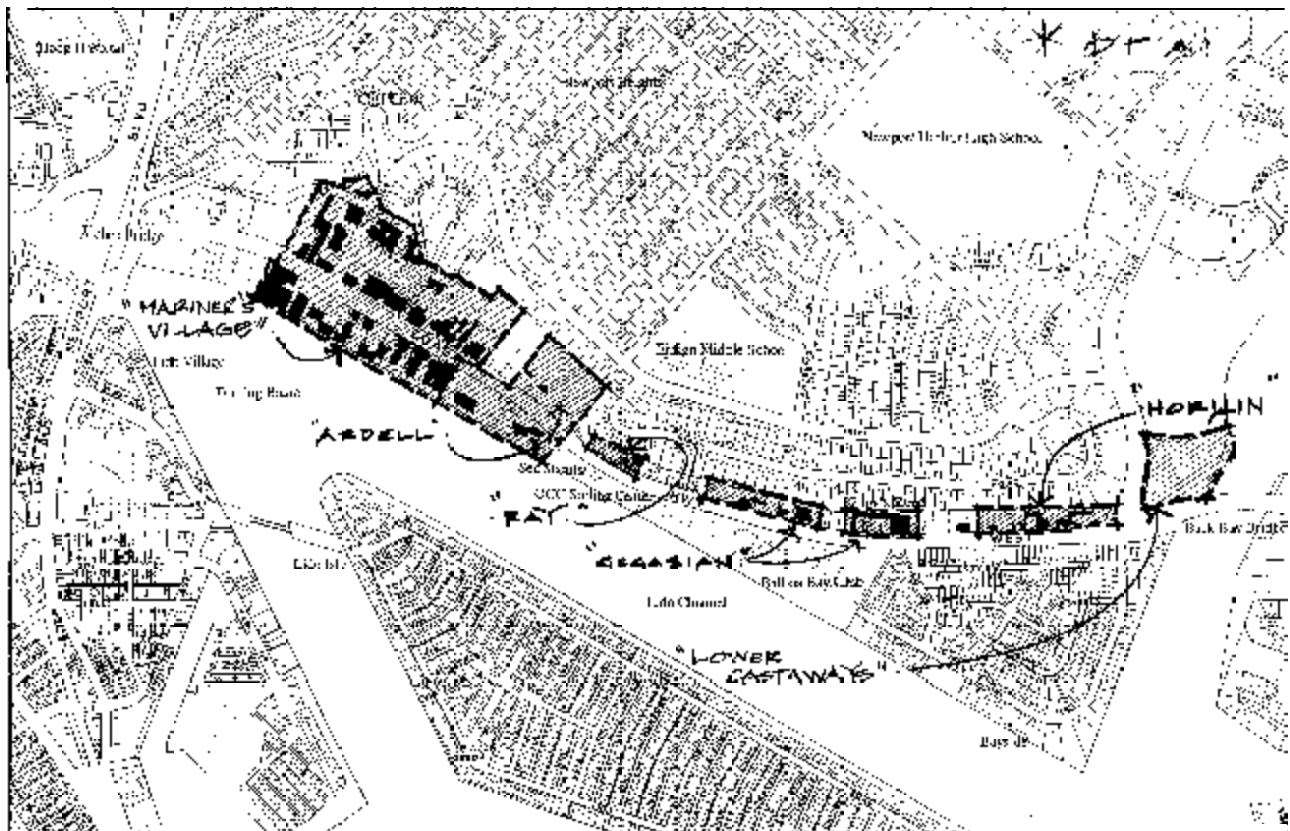


FIG. 1.7 **POTENTIAL MODEL PROJECTS**

On the other hand, these properties (again by virtue of their size and location) have the greatest potential to disrupt efforts to improve Mariner's Mile. Prospective development efforts by landowners should be engaged early, on a proactive basis, to insure positive outcomes consistent with the overall vision. Successes in the development (or redevelopment) of these strategic properties will likely stimulate positive change elsewhere along the Mile in a "ripple effect" of potentially widespread scope.

1.80 A COMPREHENSIVE STRATEGY

The preceding strategic and conceptual initiatives, if taken separately, have only selective and limited potential for positively transforming the Mile. However, when taken together, the combined effect would be nothing short of a complete recasting of the future possibilities for Mariner's Mile and a fundamental repositioning of this district within Newport Beach. It our strong recommendation that full and serious consideration be given to the powerful synergistic effects of adopting a comprehensive vision for Mariner's Mile, complete with the implementation a program of short-term and long-term policies consistent with this vision.

A DESIGN FRAMEWORK FOR MARINER'S MILE

Design Framework Goals and Objectives

Mariner's Mile is a unique business district within the City of Newport Beach with its own particular set of design issues and opportunities. The strategic visions outlined in the previous section can be achieved through implementation of specific design recommendations in the areas of planning, urban design, landscape, signage and architecture.

The Design Framework sections which follow are aimed at creating the conditions necessary to promote a consistent, comprehensive vision and positive future for Mariner's Mile. If the Vision is the "platform" of the Design Framework, the following sections on Planning and Urban Design, Landscape, Signage, and Architecture represent the philosophical "planks" of the Design Framework.

2.00 PLANNING AND URBAN DESIGN

The planning and urban design framework for Mariner's Mile concerns itself with large-scale design conditions, district-wide relationships, and connections to the rest of Newport Beach. The following specific ideas and recommendations pertain to design improvements aimed at positively effecting the district as a whole.

2.10 PHYSICAL FRAMEWORK

A very clear physical design framework exists for Mariner's Mile. The boundaries of the study area can be described by four physical features unique to this part of Newport Beach:

- a) The Arches Bridge
- b) The Back Bay Bridge
- c) The Newport Heights Bluff
- d) The Newport Bay/Lido Channel

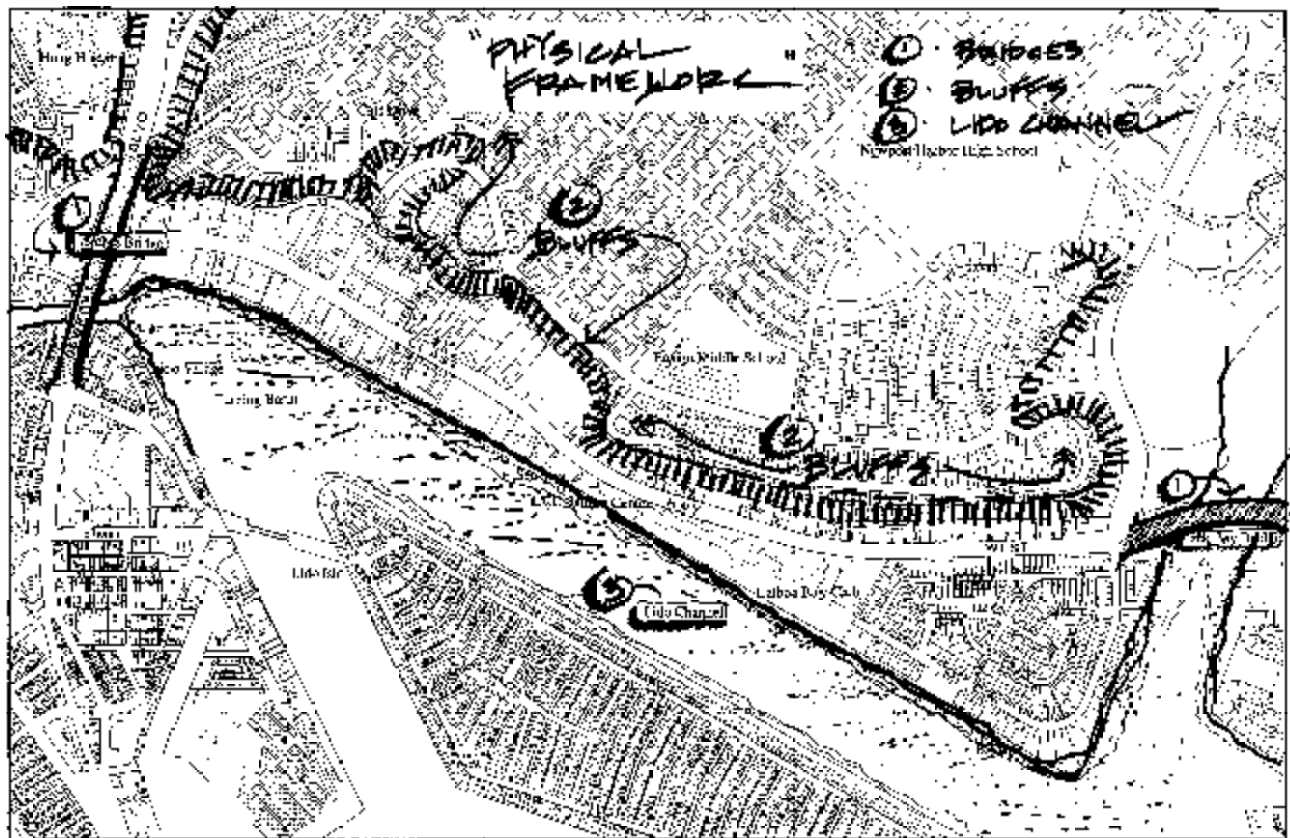


FIG. 2.1 **PHYSICAL FRAMEWORK**

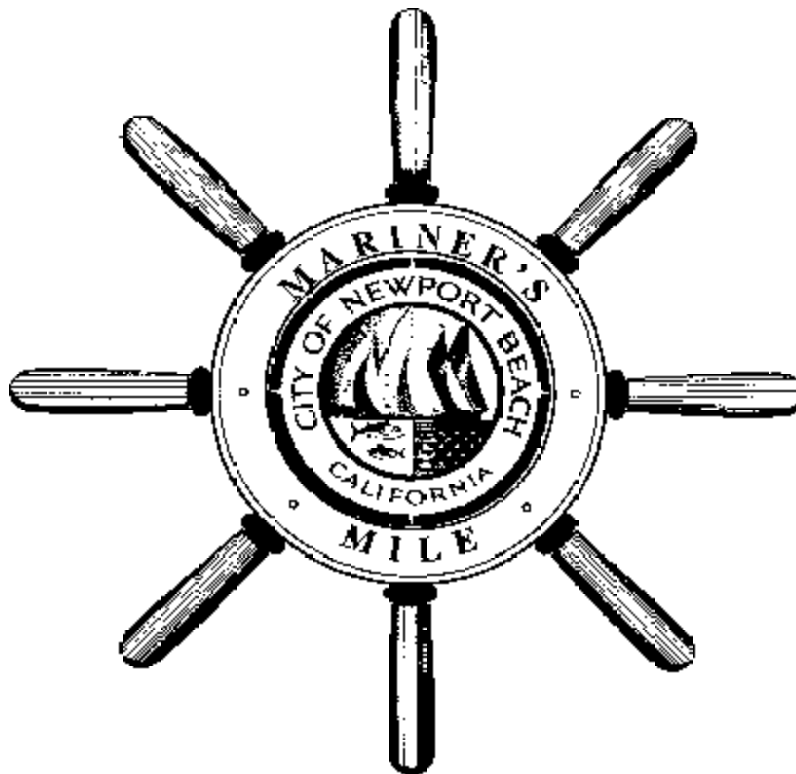
These physical features provide the underlying fundamentals of a unique sense of place: clear boundaries, defined edges and a pronounced sense of arrival. These boundaries provide clear spatial definition and identity for Mariner's Mile. Combined with the powerful linear presence of Pacific Coast Highway, these define the physical parameters for the Mariner's Mile and establish the way the Mile is experienced. In short, these features tell you when you've arrived (or leave) Mariner's Mile and provide clear orientation from within once you're there.

Objective: The existing physical clarity of the district should be improved by strengthening and reinforcing the boundaries which define it: Entry Features, The Bluffs, The Arches Bridge, The Back Bay Bridge/Dover Intersection and the Lido Channel Edge.

2.20 ENTRY FEATURES

One method to strengthen the sense of place of Mariner's Mile is to reinforce its entry features through the addition or enhancement of the related design features described in this section. The following graphic representations are for illustrative purposes only.

- 2.21 Adoption of a new logo for Mariner's Mile, related to or incorporating City of Newport Beach seal, for use at the entries Arches bridge and the Back Bay bridge.





- 2.22 Installation of a new lighted 'Welcome to Mariner's Mile' sign near the new Arches Bridge at Newport Boulevard facing southbound Pacific Coast Highway traffic.



- 2.23 Installation of a redesigned, lighted 'Welcome to Mariner's Mile' sign as a new monument sign within the intersection landscape at Dover Drive facing north-bound Pacific Coast Highway traffic.
- 2.24 The planting of Red *Bougainvillea* as the signature color in massed plantings with clusters of palms at the two main entries of Mariner's Mile.



- 2.25 The installation of flags or banners mounted to the Arches Bridge and the Back Bay Bridge to enhance the entry to Mariner's Mile, to create a memorable experience for regional traffic, and to foster the pedestrian connections among Mariner's Mile and Balboa Peninsula and Bayside Drive.

2.30 MARINER'S VILLAGE

Mariner's Village, the area around the intersection of Pacific Coast Highway and Riverside and Tustin Avenues, is the core and focal point of Mariner's Mile. The City's long-term goal for this area should be to reinforce its potential to become the active "heart" of Mariner's Mile. In order to realize this potential, the appearance, liveliness and sense of place should be enhanced by promoting improvements to private development and the public realm, and generally encouraging a stronger pedestrian orientation:

- 2.31 By developing a more human-scale streetscape, more inviting street furnishings, and more functional sidewalks.
- 2.32 By encouraging lot swap/consolidation schemes, such as a new cohesively-developed retail center with a major anchor tenant.
- 2.33 By actively soliciting local-serving tenants such as upscale market, cafes, theaters, and specialty retail.
- 2.34 By implementing a parking strategy, including preservation of on-street parking, the establishment of a Mariner's Mile Parking District and the encouragement of more common parking lots.
- 2.35 By finding a new home for United States Postal Service Distribution Center so that the site can have a less truck-oriented use.

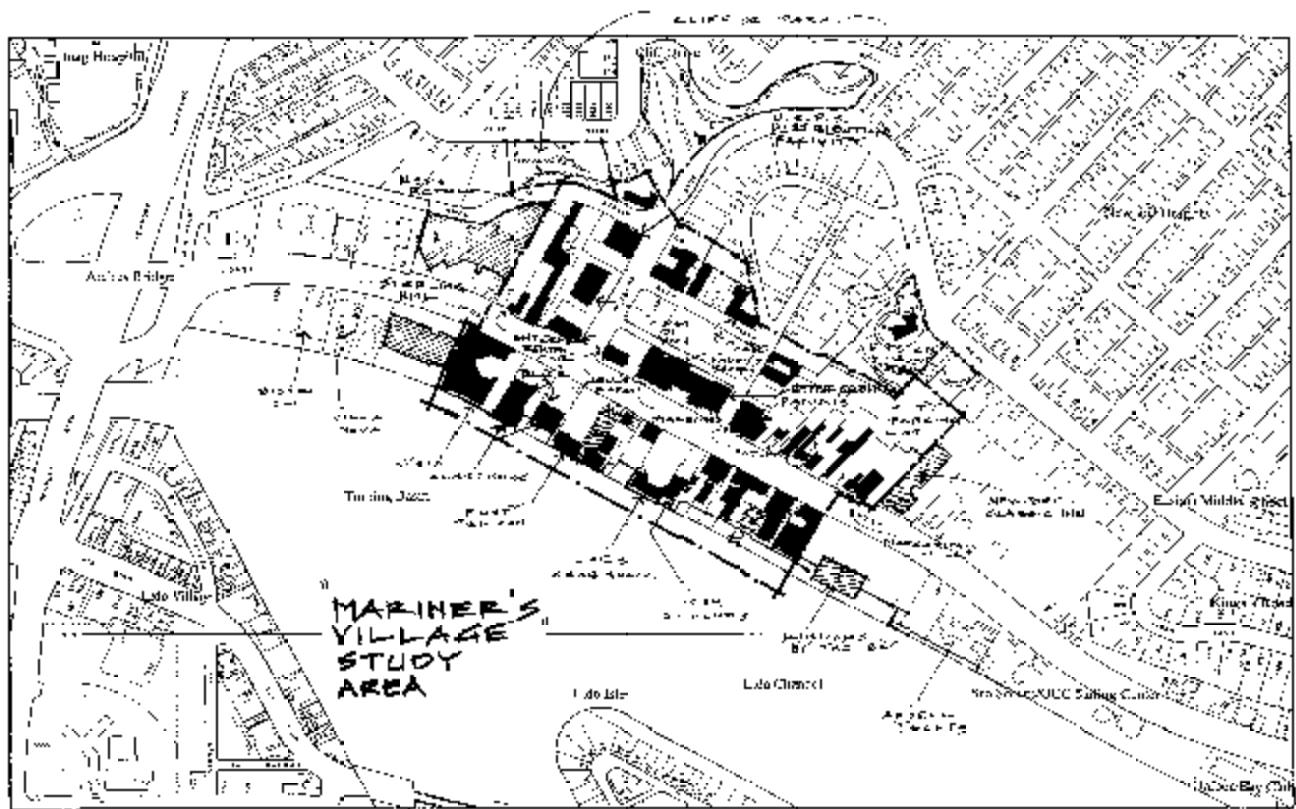


FIG. 2.3 MARINER'S VILLAGE STUDY AREA

2.40 THE WATERFRONT

The Waterfront along Lido Channel is one of the most beautiful and distinguishing features of Mariner's Mile. Currently, due to historic development patterns, the Waterfront is highly private, with limited public access to the water, blocked views and fragmented connections between properties. Opening-up the waterfront and promoting waterfront access should become a long-term goal of the City, as it has enormous potential for improving the image and economic health of the district as a whole. The City should consider both capital improvement and private-sector incentive programs which encourage opening-up the waterfront.



Specific design concepts and policy strategies for the Waterfront include:

- 2.41 Create a continuous pedestrian environment along the Waterfront, beginning at the south end from the OCC Sailing Center and Sea Scouts Base (including an extension to the Balboa Bay Club) to the County-owned marina across from Arches on the north.
- 2.42 Encourage waterfront pedestrian connections between parcels wherever possible.
- 2.43 Build/reinforce connections from the Lido channel to Pacific Coast Highway and Mariner's Village.
- 2.44 Encourage visitor-oriented uses on the waterfront wherever possible.
- 2.45 Create a Mariner's Mile Waterfront Park at the county-owned marina south of the Arches Bridge.

2.50 PACIFIC COAST HIGHWAY

Mariner's Mile shares many of the same challenges faced by other commercial areas which are bisected by a major regional arterial highway. The presence and influence of West Pacific Coast Highway on the physical environment of Mariner's Mile cannot be understated. It is the major reason Mariner's Mile looks the way it does today.



In a sense, Mariner's Mile (along with Corona del Mar), is where Pacific Coast Highway “goes through town.” Northbound, just past Dover, the highway narrows due to a reduction in the number of lanes. From Dover to Rocky Point, Pacific Coast Highway is constrained by the bluff rock outcroppings of Rocky Point and the highway oriented, “wide/shallow” Inland East properties at the foot of the Bluff. From Rocky Point to the Arches, the fine-grain pattern of “narrow/deep” frontage properties in Mariner's Village frequently take direct access from the highway through a series of multiple curb cuts in a typical “strip commercial” pattern.

Pacific Coast Highway is a regional artery; a wide, high-speed boulevard providing a convenient route for regional traffic. Pacific Coast Highway is also the “main street” of Newport Beach providing access for many neighborhoods and business districts. The Mariner’s Mile segment of Pacific Coast Highway provides vital access to local businesses and the waterfront as well as important ingress/egress to adjacent bluff-top neighborhoods.

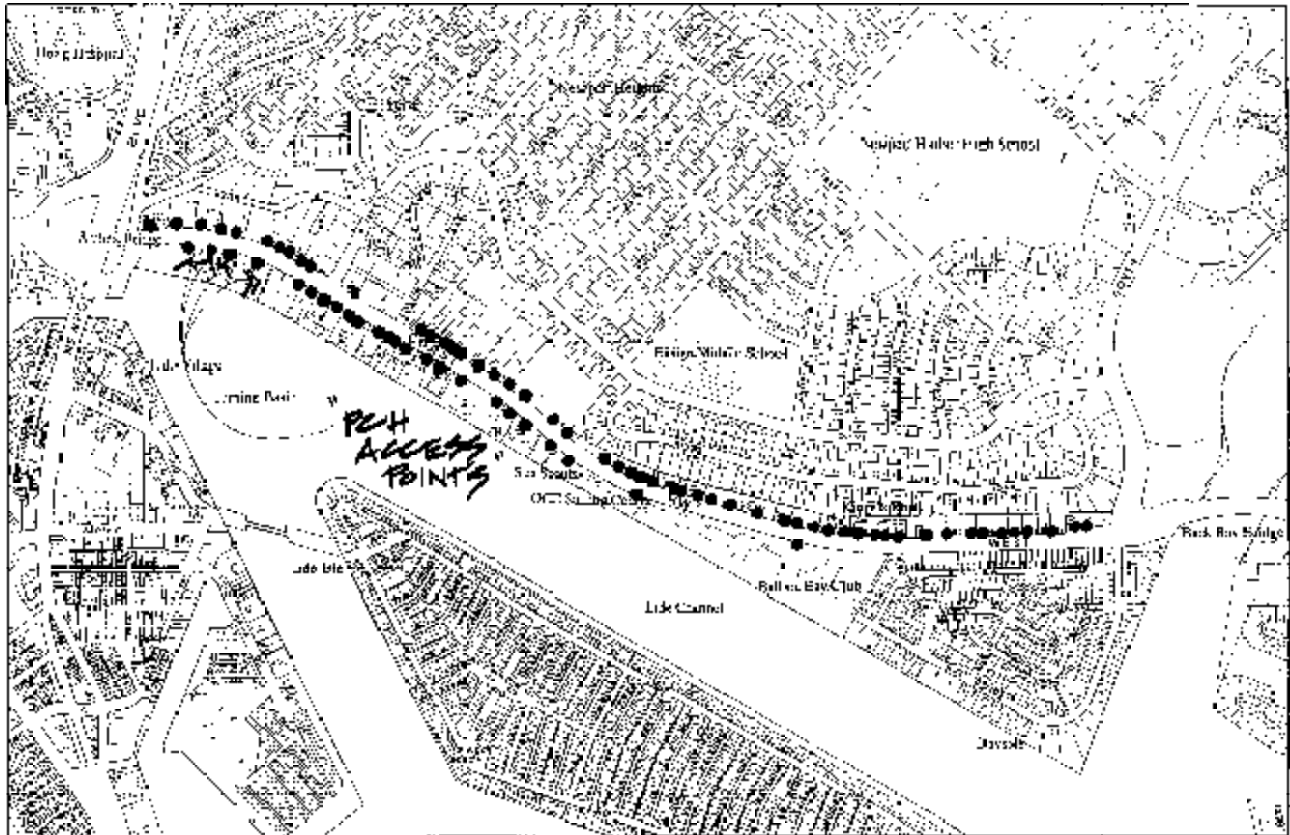


FIG. 2.5 PACIFIC COAST HIGHWAY ACCESS

Specific recommendations related to mitigating the impact of Pacific Coast Highway through Mariner's Mile are outlined below:

- 2.51 Encourage development of multiple lots and shared access agreements in order to consolidate curb cuts, thereby reducing potentially hazardous turning movements on and off Pacific Coast Highway.
- 2.52 Maintain and expand on-street parking capacity along Mariner's Mile to increase the pool of available convenience parking for businesses.
- 2.53 Encourage developments which access parking lots from rear through shared access alleys, driveways or parking lots, to reduce turning movements on and off Pacific Coast Highway, especially in the Mariner's Village area.
- 2.54 Discourage transportation policies and traffic engineering practices which promote increased traffic volumes and speeds in Mariner's Mile in order to encourage a "village" feel and promote pedestrian safety.
- 2.55 Support planted median dividers at non-boat sale areas to improve motorist safety, clarify business access and enhance the visual environment.
- 2.56 Explore the addition of 2-3 traffic signals to improve business access and promote safe pedestrian crossing of Coast Highway in conjunction with key development projects.
- 2.57 Explore rededication of Pacific Coast Highway right-of way from Caltrans jurisdiction to the City of Newport Beach.
- 2.58 Discourage the policy of widening Pacific Coast Highway through Mariner's Mile. Do not support PCH widening unless all regional alternatives are exhausted. If widening is adopted as City policy, private property condemned for right-of-way should be taken as whole parcels only, with remuneration to Property Owners at Fair Market Value.
- 2.59 Encourage temporary public and private landscaping improvements in the zone of potential widening for Pacific Coast Highway (inland side).

2.60 STREET NAMES

To reinforce the waterfront location and identity of Mariner's Mile, the names of the disconnected segments of Riverside Avenue and Tustin Avenue are proposed to be changed.

- 2.61 The segment of Riverside Avenue that is actually the extension of Cliff Drive is proposed to be renamed to a name such as **"Mariner's Way."**
- 2.62 The segment of Tustin Avenue from Pacific Coast Highway to the intersection of Avon Street is proposed to be renamed to a name such as **"Blue Pacific Avenue."**

The result is that the lighted street names on the traffic signals spanning Pacific Coast Highway will display names that relate more to the coast and less to inland towns.

2.70 LAND USE CONSIDERATIONS

Mariner's Mile is closely surrounded by and easily visible from several existing neighborhoods:

- a) Bayshores
- b) Newport Heights
- c) King's Road
- d) Cliff Drive
- e) Santa Ana Avenue/Avon Street
- f) Lido Isle

2.71 Sensitivity to Existing Neighborhoods

Sensitivity to the adjacencies of the existing neighborhoods with proposed new uses and development projects is encouraged and should be reviewed on a case-by-case basis. Mitigation of potential impacts to existing residents should be considered and balanced against the business interests of Mariner's Mile.

Mitigation of impacts may be accomplished through landscaping, equipment screening, limitations on signage, lighting and glare spill-off, building colors, or other appropriate measures.

2.72 Balance Neighborhood, Marine and Tourism

Traditional marine uses, commercial businesses and restaurants lend character and are enjoyed by nearby residents and visitors alike, especially in the Village area, but these activities can sometimes impact residential uses.

New uses along Mariner's Mile should seek to strike a balance between commercial businesses, traditional marine uses, restaurants, the pleasure of Newport Beach visitors and the privacy of Newport Beach residents, by encouraging Compatible Land Uses:

- a) Encourage neighborhood retail in Mariner's Village
- b) Encourage high-quality professional offices
- c) Allow a range of residential uses where feasible
- d) Allow limited auto-serving retail at Inland East and Inland West
- e) Encourage Visitor-serving facilities along the waterfront
- f) Encourage marine sales and service businesses
- g) Seek relocation of USPS distribution facility out of Mariner's Village

2.73 Encourage Diverse Economic Development

Mariner's Mile already contributes significantly to the business climate and economic health of Newport Beach. By capitalizing on its unique assets, location and character, and by promoting a strong and diverse economic development activities, Mariner's Mile has the potential to make an even greater contribution to Newport Beach's business venue and fiscal viability.

Objective: City policies which provide revenue benefits to the City or promote richer diversity of businesses and uses along Mariner's Mile should be encouraged, including:

- a) Emphasize tourism as an element of new uses along Mariner's Mile.
- b) Promote the enhancement of Mariner's Mile as a potential tourism site.
- c) Create more user-friendly vehicular access and entrances to businesses.

Policies which hamper broadening the range of business development activities or are "non-business-friendly" should be reviewed for potential discontinuation including:

- d) Discontinue Specific Plan stipulation of 40% Marine Use for multi-tenant properties.

3.00 LANDSCAPE

This section of the Design Framework concerns itself with landscape issues and opportunities on Mariner's Mile, both general and in specific. Of all the aspects of environmental design on the Mile, improvements to its landscapes, whether public or private, large or small, have the greatest potential to promote positive change and visual coherence and quality.

Fragments of the proposed framework already exist in the form of palm tree rows and clusters, bits of hedge, isolated masses of bougainvillea and disparate pieces of unrelated streetscape. Many of the following opportunities and recommendations derive directly from a desire to build upon this existing framework.

3.10 LANDSCAPE OBJECTIVES

The landscape is an crucial contributor to the perception of quality of Mariner's Mile.

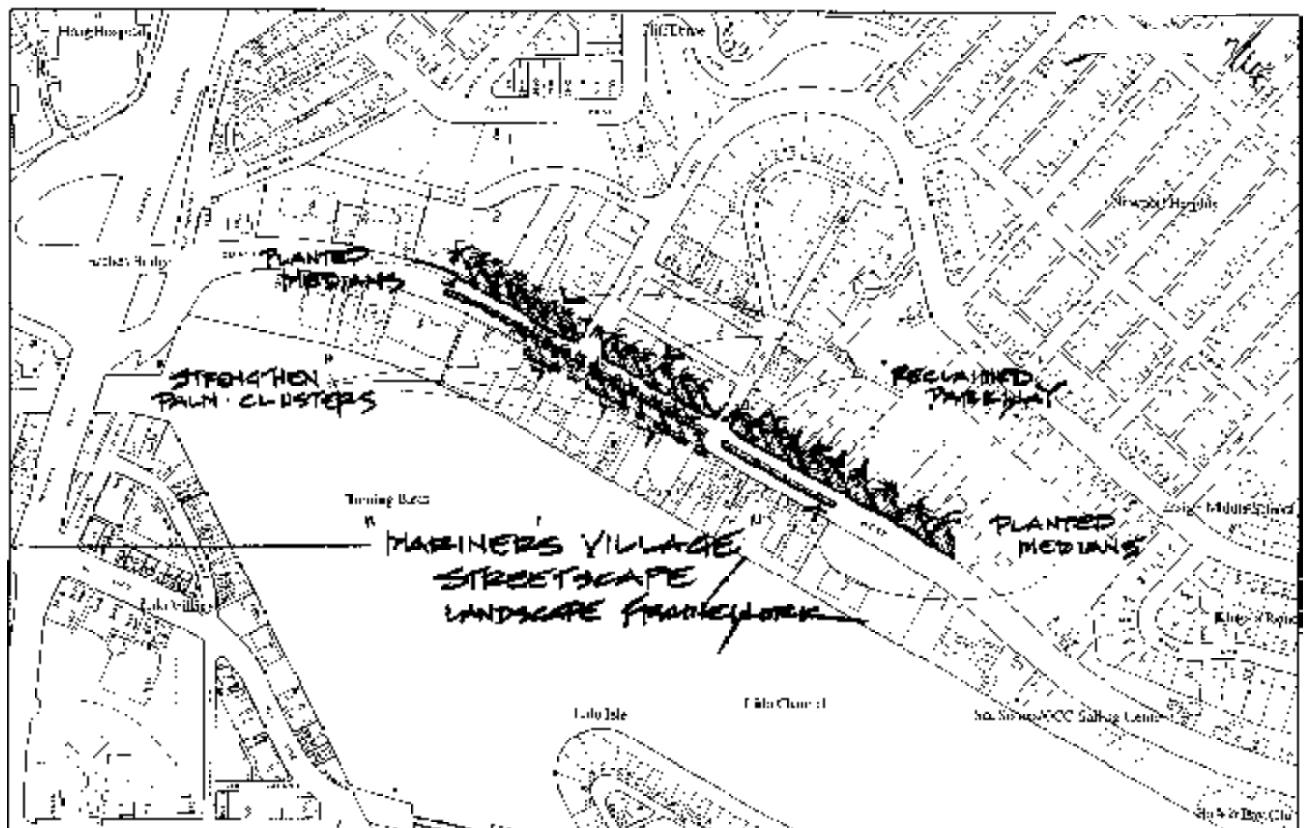


FIG. 3.1 **LANDSCAPE FRAMEWORK**

The central idea of the Landscape Framework is to create continuity through common landscaping improvements throughout Mariner's Mile. These individual improvements contribute to improving the larger whole, and over time have great potential to transform the visual character of the district.

Therefore, trees and shrubs at all sites in Mariner's Mile need to be coordinated to promote visual coherence and consistency and to hide the bumpers and tires of parked vehicles. Existing unused paved areas should be converted to planting areas.

The creation of strong, coherent streetscapes, scaled appropriately to vehicular and pedestrian activities, land uses and planting conditions should be promoted over time to improve property values and boost the overall sense of place within Mariner's Mile. The following recommendations provide a blueprint for achieving the landscape design objectives outlined in Fig. 3.1.



3.20 PACIFIC COAST HIGHWAY EDGE LANDSCAPE

A minimum 4-foot wide planting area (from back of sidewalk to parking lot or building) with a palm and hedge is required at each site fronting Pacific Coast Highway in Mariner's Mile for palm and hedge plantings. However, a 6-foot wide planting area is recommended. This continuous planter area shall be required across the entire frontage of the property and shall contain a continuous hedge and palms except where existing buildings or driveways occur and are to remain at back of walk.

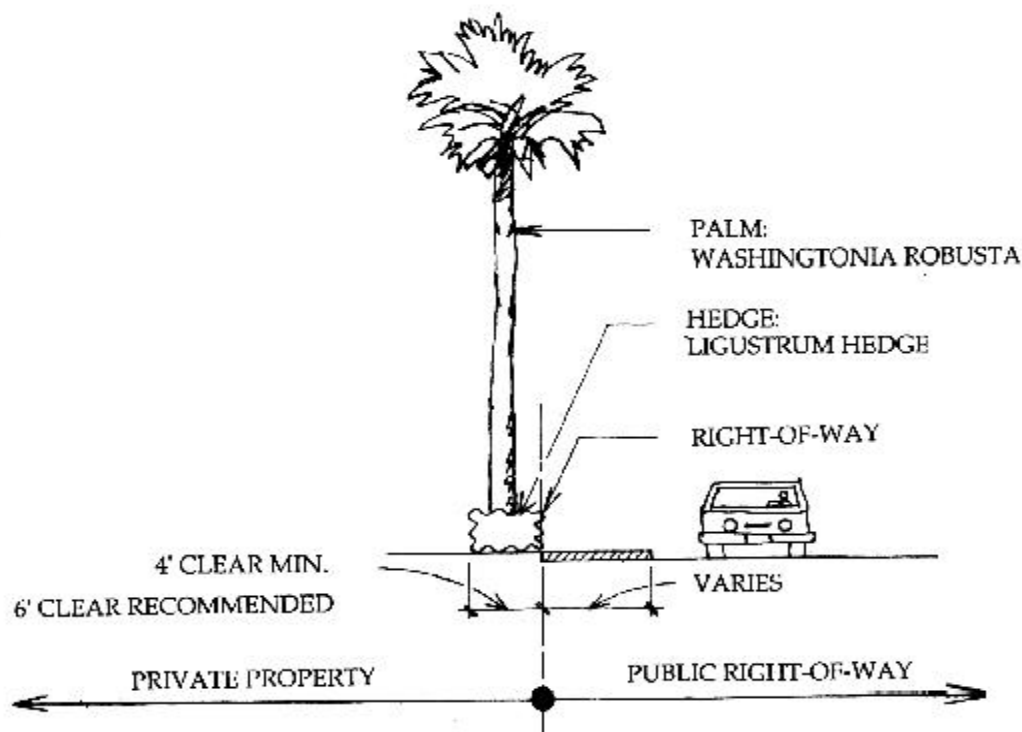


FIG. 3.2 PACIFIC COAST HIGHWAY EDGE LANDSCAPE

In addition, a parkway planter located between the walk and curb is proposed for locations where possible. In conditions when a palm row is planted at back of walk, the parkway planter on the highway side of the walk can be a minimum of 2' to 3' clear (excluding curb) with hedge only. When no palm row exists at back of walk, the parkway landscape between walk and curb is to include a palm and hedge in a planter that is a minimum of 4' clear (excluding curb) but 6' clear is recommended.

- 3.21 Tree: *Washingtonia robusta* (Mexican Fan Palm) with 8' trunk height and a subdrainage system at a minimum of 18 feet on center. The minimum number of palm trees shall be calculated by dividing the total linear feet of street frontage including driveways by 18. The number of palms resulting from this calculation is the minimum standard. Palm spacing can be modified slightly or palms can be clustered in groups of three (3) minimum as long as the number of palms installed is equal to the minimum standard.

Retain existing *Eucalyptus* trees when possible. If *Eucalyptus* trees are added or replaced *Eucalyptus citriodora* are recommended.

- 3.22 Hedge: *Ligustrum j.* 'Texanum' (Texas Privet) at 30 inches on center located at back of walk and/or between walk and curb, trim to 30" high.
- 3.23 Groundplane: *Festuca e.* 'Marathon II' (Tall Fescue) sod.



3.30 RIVERSIDE/TUSTIN AVENUE LANDSCAPE

- 3.31 Tree: *Washingtonia robusta* (Mexican Fan Palm) with an 8' trunk and a subdrainage system at 18 feet on center. Alternate: An evergreen tree such as *Cupaniopsis anacardioides* (Carrotwood) to shade sidewalks and to reduce glare in the "Mariner's Village" area.
- 3.32 Hedge: *Ligustrum j.* 'Texanum' (Texas Privet) at 30 inches on center located at back ofwalk and/or between walk and curb, trim to 30" high.
- 3.33 Groundplane: *Festuca e.* 'Marathon II' (Tall Fescue) sod.

3.40 TRAFFIC ISLAND LANDSCAPE

The existing and any new traffic islands or medians along Pacific Coast Highway should be landscaped to reinforce the concepts at the bridges.

- 3.41 Groundcover/Shrub: *Carissa m.* 'Green Carpet' at 24 inches on center for islands medians up to 6 feet wide; or *Bougainvillea* 'Crimson Jewel', 'La Jolla' or 'Temple Fire' at 42 inches on center for islands/medians that are 6' wide or wider.

3.50 PROPERTY WALL LANDSCAPE

- 3.51 Vine: *Bougainvillea* 'Barbara Karst' and *Bougainvillea* 'San Diego Red' at 5 feet on center in front of the wall if space available, or behind the wall.
In tighter conditions use *Ficus pumila* (Creeping Fig) at 5 feet on center.

The following are the *Bougainvillea* varieties recommended for Mariner's Mile:

Botanical Name	Common Name	Height	Spacing
<i>Bougainvillea</i> 'Barbara Karst'	Bougainvillea	8' to 12'	6' on center
<i>Bougainvillea</i> 'San Diego Red'	Bougainvillea	8' to 12'	6' on center

3.60 PARKING LOT LANDSCAPES

- 3.61 Tree:
 - a) Inland of PCH: An evergreen tree such as *Cupaniopsis anacardioides* (Carrotwood) to shade the parking lot and to reduce glare in the parking lot from homes on the bluff. One tree to be planted for every 4 cars.
 - b) Waterfront side of PCH: Palm trees such as *Washingtonia robusta* (Mexican Fan Palm) with an 8' trunk and a subdrainage system to break up expanse of parking lots. One tree to be planted for every 4 cars.

- 3.62 Perimeter Shrub: *Ligustrum j.* 'Texanum' (Texas Privet) at 30 inches on center located at back of walk to create hedge to hide the bumpers and tires of parked vehicles.
- 3.63 Shrub internal to parking lot such as *Raphiolepis i.* 'Clara' (India Hawthorn) at 30 inches on center.

3.70 Bluff Landscape



Strengthen the boundaries of Mariner's Mile and improve the consistency and appearance of the bluff above Pacific Coast Highway by:

- 3.71 Planting Red *Bougainvillea* at the top and toe of the bluff
- 3.72 Recommending a common hydroseed mix design for slopes to residents
- 3.73 Removing existing iceplant from the slope to avoid failure of the bluff surface due to the heavy weight of this plant material
- 3.74 Removing existing invasive plant material such as Pampus Grass from the bluff
- 3.75 Retaining existing *Phoenix canariensis* (Canary Island Date Palm) on the bluff
- 3.76 Planting 15 Gallon *Phoenix canariensis* on the bluff if additional palms are desired. Other palm species should be reserved for the street tree planting.

- 3.77 Retaining existing healthy trees and pruning them to shape, such as “lacing out” the existing Ficus trees, rather than “topping” trees which can accelerate new growth resulting in more frequent tree trimming and possible loss of the tree from excessive weight on upper branches.
- 3.78 Specific recommendations for the bluff landscape zones are as follows:
- a) Top of Bluff:** Plant a minimum of two rows of *Bougainvillea* ‘San Diego Red’ at 5 feet on center with triangular spacing approximately 10 feet below the crest of the bluff.
- b) Bottom of Bluff:** Plant a minimum of two rows of *Bougainvillea* ‘San Diego Red’ at 5 feet on center with triangular spacing approximately 10 feet above the toe of the bluff or a retaining wall.
- c) Central Bluff Zone:** Plant the central bluff zone with shrubs, groundcover, and scattered, informally-placed trees. Trees are to be placed with sensitivity to views from bluff-top residences.

The following is a recommended plant list for the central zone of the bluff:

Botanical Name	Common Name	Height	Spacing On Center
<u>i. Trees & Palms:</u>			
<i>Eucalyptus lehmannii</i>	Spotted Gum	15 Gallon	Sparse
<i>Ficus m. nitida</i>	Indian Laurel Fig	15 Gallon	Sparse
<i>Phoenix canariensis</i>	Canary Island Palm	15 Gallon	Accent/ Sparse
<u>ii. Medium to Tall Shrubs:</u>			
<i>Arbutus uendo</i> ‘Compacta’	Dwarf Strawberry Tree	5’ ht.	30”
<i>Myoporum carsonii</i>	Carson’s Myoporum	6’-8’ ht.	4’
<i>Myoporum lateum</i>	Myoporum	20’-30’ ht.	10’-12’
<i>Rhamnus californica</i>	Coffeeberry	6’-12’	8’
<i>Rhamnus californica</i> ‘Eve Case’	Eve Case Coffeeberry	4’-6’ ht.	30”
<u>iii. Groundplane:</u>			
<i>Baccharis p.</i> ‘Twin Peaks’	Dwarf Chaparral Broom	1’-3’ ht.	8’ to 10’
<i>Ceanothus g. h.</i> ‘Yankee Point’	Yankee Point Ceanothus	2’-3’ ht.	8’ to 10’
<i>Coprosma kirkii</i>	NCN	1’-3’ ht.	42”
<i>Myoporum m.</i> ‘Pacificum’	Myoporum	2’ ht.	4’
<i>Lonicera j.</i> ‘Halliana’	Hall’s Honeysuckle	2’ ht.	2’
<u>iv. Nurse Crop during Establishment:</u>			
<i>Achillea millefolium</i>	Common Yarrow	Hydroseed	

3.80 Dover Drive/Back Bay Bridge Intersection Treatment

The Back Bay Bridge is the southern boundary of Mariner's Mile. The following landscape modifications are recommended to strengthen the boundaries of Mariner's Mile by relating this entry to the northern entry at the Arches Bridge:

- 3.81 Add clusters of (6) min. *Washingtonia robusta* (Mexican Fan Palm).
- 3.82 Add masses of 'San Diego Red' & 'Barbara Karst' *Bougainvillea*.
- 3.83 Add a newly-designed lighted monument signage for Mariner's Mile.
- 3.84 Add nautical flags and decorative pedestrian light fixtures on bridge rails.



4.00 SIGNAGE

4.10 Signage Objectives

Commercial properties on Mariner's Mile display a veritable profusion of signs many of which violate the existing signage ordinance or are of questionable taste.



Signs are an important element contributing to the perception of quality of Mariner's Mile. Exterior signs at all sites in Mariner's Mile need to be coordinated to promote visual coherence and consistency.

Objective: Adopt new sign regulations to encourage legibility, visual coherence and coordination.

The first step in improving signs on Mariner's Mile is to enforce the standards of the existing signage ordinance of the City of Newport Beach. Existing nonconforming signs should be removed.

Beyond enforcement, the next step is to develop acceptable signage criteria which fits the needs of businesses within the district. To that end, the following specific signage recommendations and criteria were developed in cooperation with the Mariner's Mile Business Owner's Association.

4.20 GENERAL SIGN CRITERIA

All signs in Mariner's Mile should conform to the following general criteria:

- 4.21 To the greatest extent possible, signs for each site should be limited to those identifying businesses, giving directions for on-site circulation and providing leasing information.
- 4.22 Advertising is discouraged on any sign (i.e.: product/service information, prices and sale information, phone numbers, website addresses).
- 4.23 Sign copy should be located no closer than one-half letter height to any sign edge or other line of copy to provide sufficient blank space around the letters for the sign to be legible.
- 4.24 Temporary Banners are allowed, subject to City permit requirements.
- 4.25 Lighted signs are allowed, subject to City ordinance requirements.
- 4.26 "Heritage Sign" designation may be granted, subject to City ordinance requirements, for signs which have historical or local identity significance to the City of Newport Beach.

4.30 SIGNS NOT PERMITTED

The following types of signs should not be permitted. Existing signs of this type should be removed:

- 4.31 Roof-mounted Signs (higher than the building roofline).
- 4.32 Permanent Banner Signs.
- 4.33 Painted Signs, including Window Signs or "Soap" signs.
- 4.34 Multi-Tenant Pole Signs.
- 4.35 Changeable Copy Signs.
- 4.36 Illegal Signs (signs not permitted by existing Signage Ordinance).

4.40 POLE SIGNS

New pole signs are permitted subject to conformance with the design standards outlined below.

- 4.41 Modifications. Existing pole signs do not require modification in conformance

with these standards unless leasable area of the property is increased by 25% or 2,500 square feet, whichever is less, or if a pole sign is remodeled or relocated.

- 4.42 Pole signs shall consist of distinct base, column and sign panel elements (see example sketch Fig. 4.4). Design and proportional relationships between sign elements are important, although variations are possible. Articulation and detail of the pole is encouraged as suggested by Fig. 4.4.

4.50 MULTI-TENANT SIGNS

Multi-Tenant Signs shall be mounted on monument signs or flush-mounted on building walls (see example sketch Fig. 4.5). Pole-mounted multi-tenant signs or “ladder” signs are not permitted.

4.60 SINGLE-TENANT MONUMENT SIGNS

Ground-Mounted Single-Tenant Monument Signs for the purpose of business identification shall be allowed (see examples Fig. 4.6 and sketch 4.61).

4.70 LEASING AND MARKETING SIGNS

Leasing signs are non-illuminated, ground level signs or wall signs that identify or provide basic information about for sale /for lease opportunities and construction activities. They may not be used for any other purpose (see example Fig. 4.7).

Maximum Number:	One (1) leasing sign is permitted per site.
Maximum Size:	Twenty (20) square feet.
Recommended Design:	A ground-level sign with the sign copy on a panel mounted to a dark-colored background as shown in Fig. 4.7.

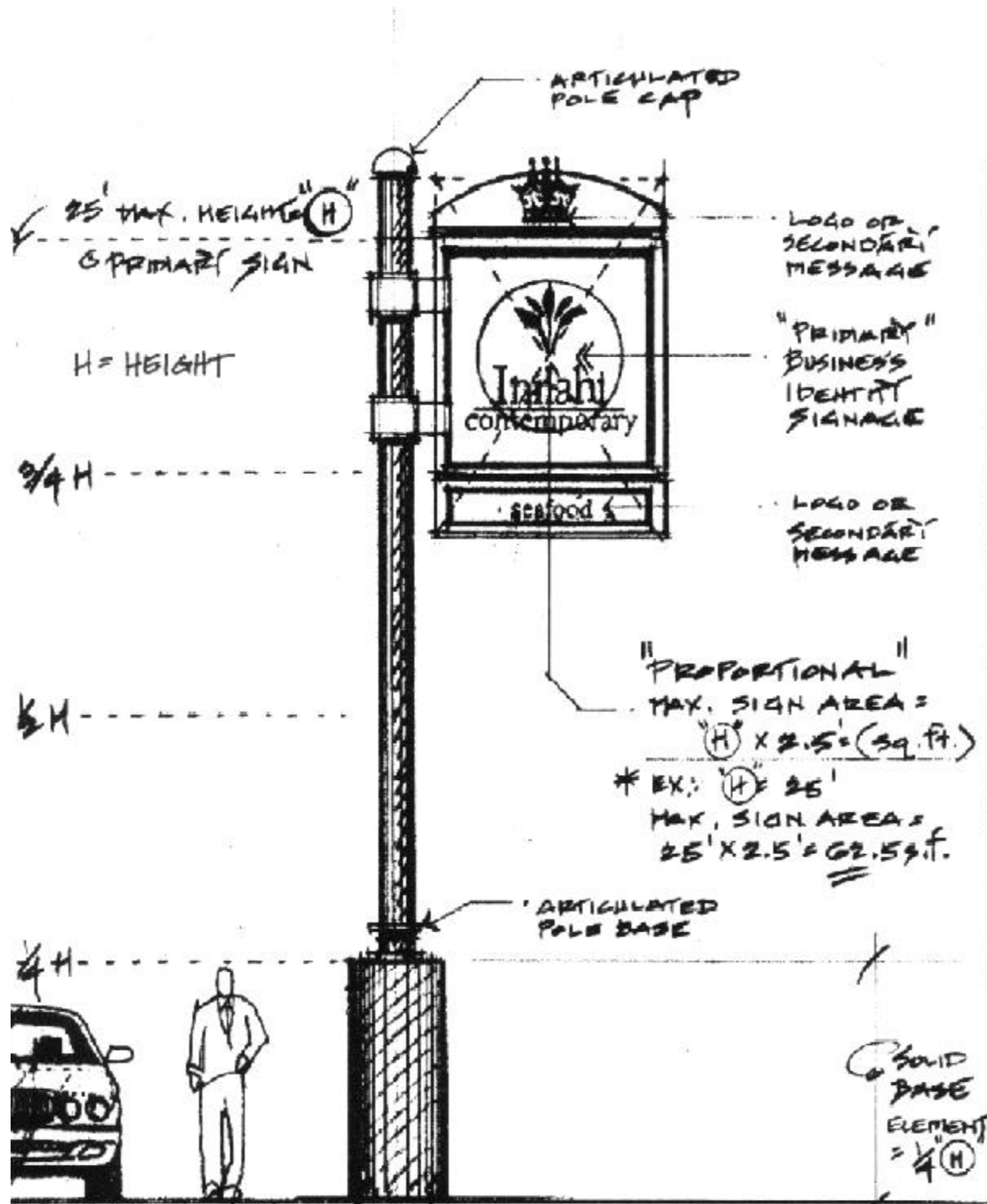


FIG. 4.4 POLE SIGN DESIGN PROTOTYPE

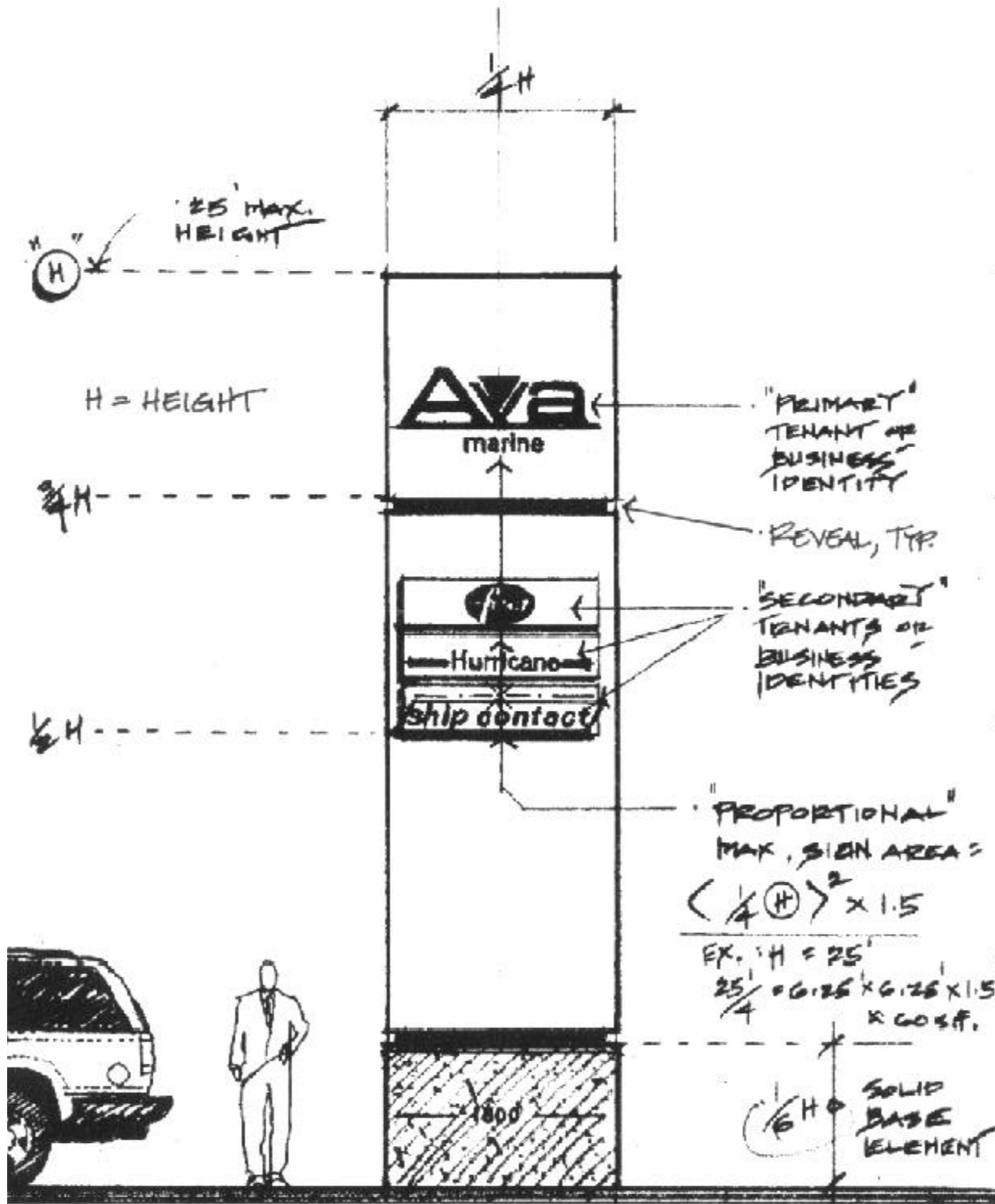


FIG. 4.5 MULTI-TENANT SIGN DESIGN PROTOTYPE



FIG. 4.6 **SINGLE-TENANT MONUMENT SIGN DESIGN PROTOTYPE**

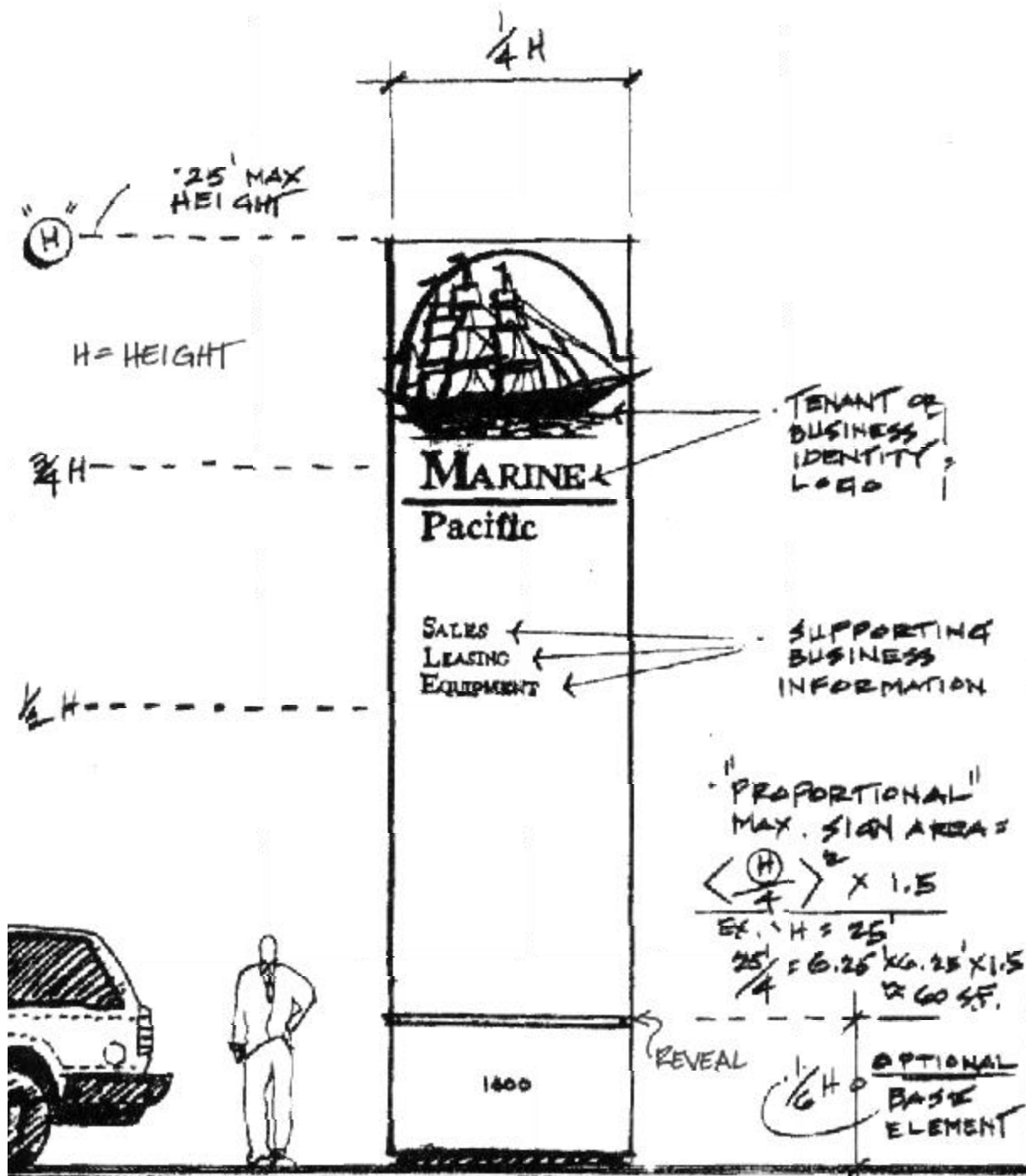


FIG. 4.61 SINGLE-TENANT MONUMENT SIGN DESIGN PROTOTYPE

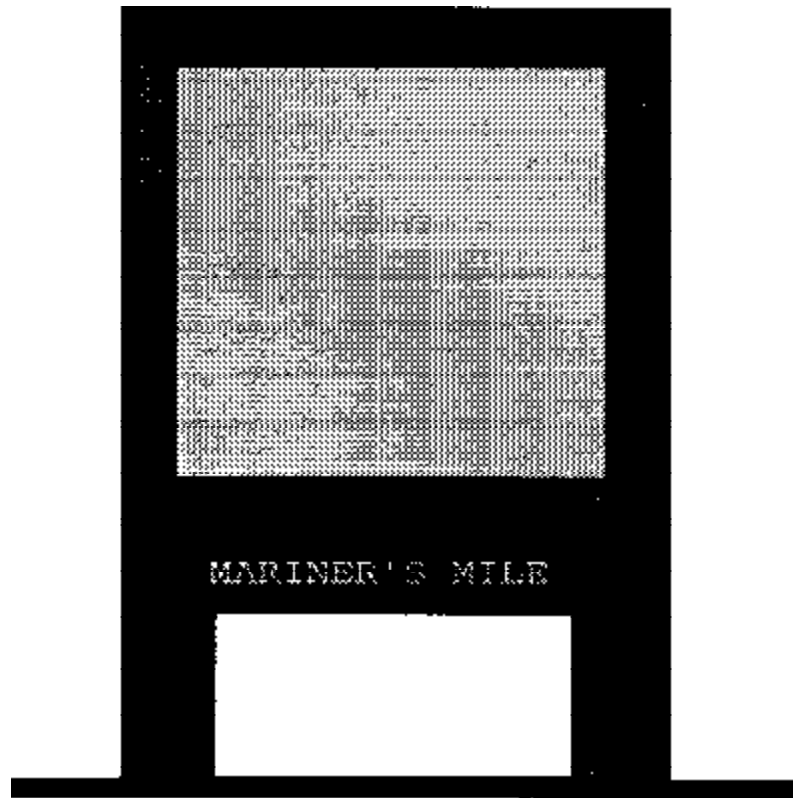


FIG. 4.7 **LEASING SIGN DESIGN PROTOTYPE**

4.80 THEME SIGNS

The following types of thematic signs are permitted on Mariner's Mile:

- a) Mariner's Mile Entry Monuments (Arches Bridge; Back Bay/Dover Drive)
- b) Newport Harbor Visitor's Bureau Sign
- c) Directional Signs

Recommended Design: A coordinated systems of nautical-inspired signs as seen at Marina del Rey and Santa Monica.



5.00 ARCHITECTURE

Buildings are significant functional, visual and symbolic elements of the built environment. They serve to house human activities and present themselves as expressions of the ambitions, aspirations and public identity of their owners and users.

Mariner's Mile, due in part to its history of uses and generally overriding commercial nature, encompasses a vast range of building types, whose functional requirements, sizes, scale and symbolic needs vary greatly. These building types range from large automobile dealerships and marine supply outlets to high-rise residences, mixed-use and strip retail centers, small shops, restaurants, drive-throughs and individual offices.

Architecturally, this variety makes for a highly eclectic mix of buildings on Mariner's Mile. In turn, this variety and mix, overlaid by the predominant auto-reliant bias of the district, favors buildings of individual expression and strongly resists efforts towards any unified architectural theme.

Thus the imposition of a rigid architectural theme is considered inappropriate for the study area. The nature and character of Mariner's Mile call rather for establishing key design principles and promoting thoughtful and tasteful design while allowing creative flexibility.

5.10 ARCHITECTURE OBJECTIVES

The key objectives of an architectural approach to Mariner's Mile are as follows.

5.11 Responsible and Sensitive Design

- a) Design should respect and "fit in" to its surroundings.
- b) Roofs and roof elements should respond to views from above.
- c) Design freestanding buildings as "five-sided" (walls+ roof).

5.12 Site Planning Considerations

- a) Site planning should accommodate the larger design concepts of the Mariner's Mile Design Framework (Urban Design, Landscape).
- b) Buildings should orient to the street in the Village areas and when surrounded by parking.
- c) Promote pedestrian connections and pedestrian amenities.

5.13 Landscape Considerations

- a) Use landscaping to complement and highlight buildings and site.
- b) Develop a landscape concept as a fundamental component of the site design.
- c) Coordinate utility locations to support the landscape framework and to screen utilities from Pacific Coast Highway or entries.

5.14 Palette of Colors, Materials and Details

- a) Consider “neutral” building color schemes with nautical trim.
- b) Paint fences, metal bollards, and light poles a dark background color.
- c) Use common fence/wall designs developed for Mariner’s Mile.

5.15 Purposeful and Respectful Lighting

- a) Contain all site lighting on site (zero glare spill-off)
- b) Develop lighting plan with photometric study
- c) Use downlighting wherever possible
- d) Accent lighting at key architectural/landscape elements
- e) Avoid harsh, intense lighting and hard shadows
- f) Coordinate colors of light sources

5.16 Organize and Coordinate Signage

- a) Develop a comprehensive sign program
- b) Design buildings to strategically accommodate signs
- c) Coordinate building and signage design (forms, colors, motifs)

5.20 COLOR AND MATERIALS PALETTE

Harmonious building and sign colors can contribute greatly to the overall visual continuity and coherence of Mariner’s Mile.

5.21 Basic Color System

The marine context of Mariner’s Mile is one of predominantly white sails and hulls complemented by striking, deep-hued accent colors. A range of “Neutral” shades and hues are therefore proposed to predominate the color palette for Mariner’s Mile.



For multiple-color schemes, a balanced and proportional color system is recommended:

- a) Base Building: Predominately Neutral hues and shades (90% of building, minimum).
- b) Contrasting Trim Elements: Dark or Light shades (up to 10% of building, maximum).
- c) Accent Elements: Bright Colors (up to 5% of building).

5.22 Trim Elements

Elements which might receive trim or accent colors include:

- a) Doors, window sashes or mullions
- b) Awnings or Sunshades
- c) Exterior Stairs and Railing Systems
- d) Roof Screens
- e) Architectural Features

5.23 Nautical Materials and Elements

While avoiding an overt theme, the appropriate use of nautical building materials, elements and details is consistent with the history and character of Mariner's Mile could enhance the overall character of Mariner's Mile.



a) Nautical Materials

Representative nautical materials to be considered during the architectural design process include:

- i) Shiplap/clapboard/shingled siding for building walls
- ii) Varnished teak for balustrades and handrails
- iii) Navy blue or other dark canvas for awnings and sunshades
- iv) White nylon or Dacron for shade spaces
- v) Brass or bronze for hardware and ornament
- vi) Stainless steel/polished chrome for rails, cable and fittings, hardware and ornament
- vii) Wood or aluminum poles w/stays/spreaders (masts/spars) for signage or theme elements.

b) Other Nautical Elements and Details

Similarly, the appropriate decorative use of other nautical elements, forms, and references is consistent with its waterfront context and could potentially contribute to the visual character and feeling of Mariner's Mile. Decorative elements to be considered during the design process might include:

- i) Windvanes
- ii) Ship's flags or international signal flags
- iii) Charts, sextant, dividers and other navigational tools
- iv) Portholes, ships wheels, compass rose or cards
- v) Ships and sailor icons
- vi) Cleats, bollards, and other dock motifs

5.30 LIGHTING

As with signs, landscape, and architecture, improving the quality of exterior lighting can contribute to the perception of quality of Mariner's Mile. All exterior on-site lighting to be shielded and confined within site boundaries. No direct rays or glare should be permitted to shine onto public streets or adjacent sites. Specific lighting standards and recommendations for Mariner's Mile are outlined below:

5.31 Parking Light Fixtures.

All parking lot lighting should have zero cut-off fixtures. Light standards shall not exceed 20 feet high, measured from natural grade.

5.32 Tilted light fixtures.

Tilted fixture heads and lights mounted to the roof parapet are discouraged due to their negative impact on residents and drivers caused by the glare. Wall-mounted light fixtures used to illuminate parking lots should not be permitted.

5.33 Wall-mounted utility lights.

"Walpak" type fixtures that cause off-site glare should not be permitted. Zero-cut-off "Shoebox" lights are preferred.





5.40 EQUIPMENT

Exposed mechanical equipment and utilities contribute to the visual clutter of Mariner's Mile and should be sensitively located and screened from view to promote a high-quality image for the district.

5.41 Exterior equipment.

All exterior equipment including, but not limited to: mechanical equipment, electrical equipment, communications equipment, storage tanks, risers, electrical conduit, gas lines, cellular microcell facilities, and satellite dishes--should be located in underground vaults or otherwise screened from both on-site and off-site view.

5.42 Roof-mounted equipment.

All roof-mounted equipment including, but not limited to, skylights, vents, air handlers, exhaust fans, smoke hatches, and ducts--should be below the top of the parapet or behind an equipment screen so as to be hidden from off-site view. Rooftop equipment screens must be fully integrated into the architectural design.

5.43 Ground-mounted equipment

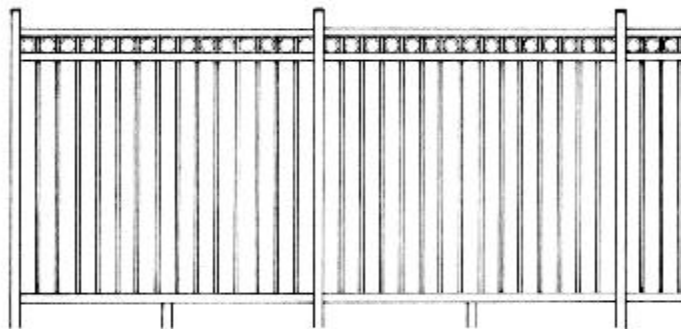
The top of all ground-mounted equipment including, but not limited to, backflow preventers, vents, air handlers, generators, boilers, trash bins, transformers--should be behind and fully below the top of a screen wall or a solid hedge. Screen walls of same or similar material as adjacent building walls. Chain link fencing is not allowed.

5.50 WALLS AND FENCES

Upgrading the quality and developing a family of walls and fences is recommended for Mariner's Mile to provide a consistent and high-quality image.

5.51 Fences

- a) Fences Not Permitted:
 - i) Chain-link fencing is not permitted along the Pacific Coast Highway frontage of any property on Mariner's Mile.
 - ii) Razor-Wire fencing.
- b) Fences Allowed But Discouraged:
 - i) Residential-types of wooden fencing.
- c) Fences Allowed:
 - i) Property frontage.
 - Wrought iron or PVC fencing.
 - Recommended colors: Dark Navy Blue, Black, Dark Green.
 - ii) Side and rear yards and lot-line conditions:
 - Wrought Iron or PVC (as above)
 - Vinyl-coated chain link (with or without attached fabric screening)
 - Recommended colors: Dark Navy Blue, Black, Dark Green.
- d) Recommended Design:



5.52 Walls

- a) Walls Not Permitted:
 - i) Solid walls over 36" in height are not permitted along the Pacific Coast Highway frontage of any property on Mariner's Mile.
 - ii) Walls topped with Razor-Wire fencing sheet metal or broken glass.
 - iii) Sheet metal enclosures (except at trash areas at rear of properties).
- b) Walls Allowed:
 - i) Pacific Coast Highway frontage: Low walls (36" maximum height). May be topped with wrought iron or PVC fencing to a maximum height of 72" (6').
 - ii) Side and rear yards and lot-line conditions:
 - Low walls (36" maximum height). May be topped with wrought iron or PVC fencing. (as above)
 - Low walls (36" maximum height) topped with vinyl-coated chain link (with or without fabric screen)
 - Full height walls (maximum height 96" (8')) may begin 15' back from front property line at Pacific Coast Highway.
 - iii) Retaining walls.
 - Split-face block.
 - Poured-in-place concrete with sandblasted, bush-hammered or textured form-liner finish.
 - Crib-wall systems with integral landscaping.
- c) Recommended Wall Designs:
 - i) Integral color split-faced concrete block with precast cap or stucco on block with precast cap.

6.00 PARKING PROGRAM

6.10 SHARED VALET PARKING

Encourage the creation of a shared valet parking system through all or a combination of the following:

- a) Utilize “pool” of City parking spaces in Mariner’s Village.
- b) Drop/pickup points: 2-3 on water side; 1-2 on inland side from Riverside to Tustin.
- c) Patrons issued claim check with pager number to “call-in” cars at pickup points.
- d) Provide valets on-call to bring cars from parking “pools” to pickup points.
- e) Provide safe bus unloading / loading areas to serve charter yacht uses with parking service within Mariner’s Mile.
- f) Utilize City-owned parking lot to more greatly benefit the area: potential site for postal distribution facility or valet parking lot.
- g) Valet Stations with car drop-off and waiting areas to pick up cars with possible van shuttle stations, similar to the structure in the photograph below, but without glass.



6.20 PARKING DISTRICT

Explore the creation of a Mariner's Mile Parking District to address distribution of parking within the district. Could be considered as part of the potential Business Improvement District for Mariner's Village.

7.00 APPENDIX

7.10 REFERENCES AND SUPPORTING DOCUMENTS

The formulation of the Mariner's Mile Design Framework was based on a comprehensive analysis of collected base information and a review of the City's existing program, the site and the Mariner's Mile Business and Citizen's Advisory Committee Study Recommendations. This effort was conducted in order to uncover the key Design Issues and Opportunities affecting the current conditions along Mariner's Mile.

A list of references and supporting documents follows. Copies of these documents are available for review at Newport Beach City Hall.

7.11 Mariner's Mile Specific Plan (Ord. 20.42, Dist. #5)

7.12 Mariner's Mile Advisory Committee Recommendations (1997)

7.13 T.O.T. Revenue Enhancement Study (PKF, 1997)
